The NATION'S BUSINESS Index - 1990

(Volume 78 - Numbers 1 - 12)

SUBJECT INDEX

A

ACCESSORIES/JEWELRY see also Clothing
All That Glitters... [2/90-p80]
Glasnost On The Hour [3/90-p88]
A Stopped Watch [3/90-p88]
ACCOUNTING
Smaller Can Be Better [1/90-p69]
Accountants: The Why And What For [2/90-p67]
Budget Forecasting For The Rest Of Us [3/90-p53]
The Perils Of Training [3/90-p56]
An Easy-To-Use Bookkeeping Program [5/90-p62]
Money Matters [7/90-p40]
Updating Accounting [7/90-p40]
Direct Line: Bottom-Line Software [8/90-p50]
Businesses Serving Businesses [8/90-p58]
The Most Desired, Troubling Category Of Programs [9/90-p50]
Domestics, Nannies...And Now It's Bookkeepers [10/90-p66]
CPAs Grow Wary Of Risk [11/90-p10]
Simpler Method For Small Firms [12/90-p10]
ACCOUNTS PAYABLE & RECEIVABLE
Insuring Your Accounts Receivable [7/90-p10]
Automated Invoicing [7/90-p40]
The Art Of The Excuse [9/90-p10]
No-Nonsense Collections [10/90-p9]
ACQUISITIONS see Mergers, Acquisitions & Divestitures
ADVERTISING see also Marketing; Sales & Selling
Add Sales [3/90-p88]
Frank Calls [4/90-p72]
Advertising The Chamber's Concern [9/90-p30]
AGREEMENTS/CONTRACTS
Drawing The Line On Competitors [8/90-p48]
Letters: Noncompete Agreements [11/90-p7]
AGRIBUSINESS see also Food/Beverage Industry & Trade
Public Concern About Genetic Engineering [1/90-p10]
Direct Line: From The Grapevine [1/90-p74]
Letters: Europe's Farm Psychology [2/90-p4]
Letters: America's Farm Policy [2/90-p4]
Direct Line: Fish Farms [2/90-p76]
Direct Line: Farm And Feed [2/90-p76]
Direct Line: Gator Groundwork [3/90-p83]
Direct Line: Cattle Capital [4/90-p67]
Direct Line: Ostrich Nest Egg [5/90-p64]
Direct Line: Tools Of The Trade [6/90-p72]
Direct Line: Getting Your Goats [6/90-p72]
Direct Line: Mushrooming Opportunities [7/90-p49]
Direct Line: From Snail To Escargot [10/90-p73]
AIR POLLUTION see Environment
AIRCRAFT, AIRLINES & AIRPORTS
When The Bombs Stopped Falling, His Dreams Started Growing [7/90-p12]
To Survive The Airport Crush, Join An Airline Club [7/90-p52]
The Lowdown On Upgrades [10/90-p66]
Travel Policies Cut Costs [12/90-p10]
Avoiding The Airlines' Bumping And Grounding [12/90-p52]
ALCOHOLISM see Substance Abuse
ANNUAL MEETINGS see Corporations
ANTIQUES & COLLECTIBLES
"Worthless" Securities May Have Hidden Value [7/90-p52]
Direct Line: Cartoon Characters [8/90-p51]
Buying Collectibles For Fun, Not For Profit [12/90-p52]
ANTITRUST ACTIONS & LAWS
Congressional Alert: Joint Ventures Strengthen U.S. [1/90-p78]
Congressional Alert: Joint Production Ventures [7/90-p62]
APPAREL see Clothing
AQUACULTURE see Agribusiness
ART/PHOTOGRAPHY
Romancing A $30 Billion Market [6/90-p18]
Direct Line: Capturing Images [12/90-p54]
ASIAN-AMERICANS see Minorities
AUTOMOBILES/TRUCKS/MOTORCYCLES see also Transportation
Direct Line: Calling All Vans [3/90-p84]
Reserved Parking [2/90-p80]
One For The Road [3/90-p88]
Cutting Costs On The Road [5/90-p54]
Direct Line: Automotive Details [5/90-p65]
NB Tips: Truck Safety [6/90-p10]
Direct Line: Pickup Start-Up [7/90-p49]
The Sporting Life [7/90-p60]
Direct Line: Details, Details [8/90-p50]
Phone Ahead To Protect Rental-Car Reservations [9/90-p63]
Competition Drives Truck Sales [10/90-p30]
Reimbursement Flexibility [11/90-p66]
AWARDS & HONORS
A Pursuit Of Excellence (Deming Prize) [1/90-p27]
Prize Achievements (Baldrige Awards) [1/90-p29]
Awards For Entrepreneurs (Avon Women of Enterprise Awards) [1/90-p51]
Recognition For Business Responsibility (Business Enterprise Awards) [5/90-p10]
SBA Winners By State [5/90-p32]
Courting Women By Honoring Them (Athena Award Program) [8/90-p30]
Awards Go To Enterprising Women (National Assn. of Women Business Owners; Avon Awards) [8/90-p32]
What Makes A Firm A Winner? Or A Loser? One Winner Answers [9/90-p10]
How 1990's SBA Winner Built A Business From The Basement Up [9/90-p13]
A "Blue Chip" Plan To Help Small Firms Grow (Blue Chip Enterprise Initiative Awards) [10/90-p56]

B

BANKRUPTCY & BUSINESS FAILURES
Editorial: A Business Forced Into Bankruptcy Can't Provide Opportunities To Anyone [1/90-p79]
Life After Near-Death [8/90-p41]
Don't Ignore Marketing--Even In Chapter 11 [9/90-p9]
Take A Breather From Bills [12/90-p10]
BANKS & BANKING see also Credit; Credit Cards & Accounts; Economic Development; Loans; Venture Capital
When Gray Means Green [3/90-p77]
IRA Fight Resolved--For Now [3/90-p79]
"Niche Banking" Helps Small Firms [7/90-p27]
Worldwide Cash From Bank Cards [7/90-p52]
Letters: Postal Services [8/90-p4]
BARBADOS
Barbados [4/90-p36A*]
Economic Growth For the 1990s [4/90-p36D*]
BASQUE COUNTRY
The Basque Country [12/90-p43]

** Page numbers followed by letters refer to articles not included in all editions.*

BEAUTY/GROOMING PRODUCTS & SERVICES
Spray And Bake [1/90-p80]
The Brush Off [8/90-p64]
Direct Line: Hair Appointments [12/90-p55]
News For The Nose [12/90-p64]
BIOTECHNOLOGY
Public Concern About Genetic Engineering [1/90-p10]
Biotech Firms Team Up With U.S. Research Labs [9/90-p9]
BLACKS see Minorities
BOARDS OF DIRECTORS see Corporations
BOATS see Recreation/Sports & Sport Facilities
BONDS see Securities
BOOKS see also Printing & Publishing
Show And Tell [1/90-p80]
Direct Line: Funnies Business [2/90-p76]
Back Into The Shark Tank [3/90-p50]
Direct Line: Especially For Children [5/90-p65]
BROKERS see Securities
BUSH, GEORGE
Another Democratic Test Of Bush's Anti-Tax Pledge [5/90-p12]
Bush Urges Aggressive Investment Overseas [6/90-p12]
Editorial: Advice For A Very Busy Chief Executive [6/90-p79]
Business Still Counts On Bush to Block Hiring-Quota Plan [7/90-p11]
BUSINESS CARDS see Offices/Office Equipment, Furniture & Supplies
BUSINESS CONDITIONS & FORECASTS see also Economic Conditions & Forecasts
The Economy Catches Its Breath [1/90-p18]
How To Prosper In Slow Times [1/90-p20]
Consumer Markets In The 1990s [1/90-p22]
What To Expect In 1990 (Interview with SBA chief economist Thomas A. Gray) [1/90-p25]
Forecast For The 1990s (Franchising) [1/90-p48]
Growing Years For The Service Industry [2/90-p10]
Franchising Into The '90s [3/90-p61]
A Snapshot Of The 1990s [3/90-p66]
Federal Agencies Target Rural Business Growth [4/90-p8]
We Could Use A Few Good Numbers [4/90-p53]
Marketing The Future [5/90-p16]
A Nearly Fearless Forecast [7/90-p45]
A Business Agenda For the 90s [9/90-p19]
BUSINESS EDUCATION see Colleges & Universities; Education & Job Training
BUSINESS FAILURES see Bankruptcy & Business Failures
BUSINESS INCUBATION see Economic Development
BUSINESS TAXES see also Estate Planning; Family Business; Income Tax; Taxation; U.S. Govt.--Internal Revenue Service
Congressional Wrap-up: Business Tax Credits [1/90-p57]
Beating The Tax System [1/90-p67]
Smaller Can Be Better [1/90-p69]
Postponing The Day Of Reckoning [2/90-p60]
The IRS Looks Again At "Like-Kind" Swaps [2/90-p69]
Smallness Has Its Advantages [2/90-p69]
Tax Changes Spell Increases [3/90-p46]
The High Cost Of Being Gobbled Up [3/90-p77]
No Notes, Please [3/90-p77]
An Employment-Tax Trap For Subchapter S Corporations [3/90-p78]
Education Benefit Extended--Again [3/89-p79]
Business Returns On PCs [4/90-p50]
When A Deposit Is Income [4/90-p57]
"Who's In Charge Here?" The Answer Can Be Expensive [4/90-p57]
Tax Breaks In The Sunset [4/90-p59]
Congressional Alert: Educational Aid For Employees [4/90-p70]
New Environmental Tax Hits Many Companies [5/90-p10]
A Tax Form You Can Forget--Almost [5/90-p34]
Should You Go Corporate? [5/90-p46]
A Change In Deductions [5/90-p69]
Small-Business Expense Accounts [6/90-p70]
Federal Fog [6/90-p71]
Congressional Alert: Unemployment-Tax Increase [6/90-p78]
Moving New Employees [7/90-p50]
Watch Those Entertainment Expenses [7/90-p50]
Proposed "Like-Kind" Rules [8/90-p56]
Cutting Payroll Tax Gains Support [10/90-p12]
Liability Or Income? [10/90-p68]
Congressional Alert: Social Security Tax Cut [10/90-p78]
Watch The States [11/90-p15]
Reimbursement Flexibility [11/90-p66]
September Expirations [11/90-p66]
The New Tax-Law's Impact [12/90-p41]
Collecting From The Company [12/90-p53]

C

CAMPAIGN FINANCING see Political Finance
CANADA
Canada's Health Plan Is Not For Importing [9/90-p34]
Letters: There Are Merits To Canada's Health Plan [12/90-p8]
CAPITAL see Venture Capital
CAPITAL GAINS see also Income Tax
Congressional Wrap-Up: Capital Gains [1/90-p56]
Congressional Alert: Debate On Taxing Capital Gains [2/90-p78]
Capital-Gains Proposal Acquires Bipartisan Support [8/90-p12]
CENSUS see Demographics
CHARITABLE CONTRIBUTIONS & ORGANIZATIONS/VOLUNTEERISM
Fat Cats For Charity [7/90-p60]
Year-End "Tax Cleaning" [11/90-p64]
Volunteer Vacations: Doing Well By Doing Good [12/90-p51]
CHILD CARE see Day Care; Employee Benefits
CHILDREN & YOUTH
Not Just For Kids [5/90-p76]
Direct Line: Birthday Parties [6/90-p73]
Labor Secretary Wants Balance On Youth Labor [8/90-p8]
Q: What's Black And White And Red All Over? A: A Hot Line Of Toys [9/90-p14]
Never Too Young For The Joy Of Work [10/90-p59]
Kids Can Ring Up Big Bills By Calling 900 Numbers [10/90-p65]
A Kids' World? [10/90-p80]
Purple Giraffes [12/90-p64]
CHINA
Sino-American Relations [12/90-p32A*]
Economic Cooperation [12/90-p32A*]
Trade Relations [12/90-p32B*]
Hewlett-Packard In China [12/90-p32C*]
CIVIL-RIGHTS BILL (PROPOSED)
Risks For Firms In Civil-Rights Bill [6/99-p28]
Letters: Civil-Rights Risks [8/90-p5]
Editorial: Civil-Rights Bills Are Supposed To Prevent Quotas [8/90-p67]
Congressional Alert: Quotas In Hiring [6/90-p78]
Business Still Counts On Bush To Block Hiring-Quota Plan [7/90-p11]
Letters: Civil Or Uncivil Rights? [9/90-p6]
Anti-Discrimination Bill Still Pending [9/90-p12]
Employers Win Major Fight With Defeat Of Quota Bill [12/90-p12]
CLOTHING see also Accessories/Jewelry
Shirt Tales [1/90-p17]
Direct Line: Wedding Plans [1/90-p74]
Petite Fashions [3/90-p16]
Surviving--And Thriving [3/90-p18]
Closet Computing [2/90-p80]
Clothes That Say Ole! [4/90-p14]
Romancing A $30 Billion Market [6/90-p18]
After A Fashion [10/90-p80]
COINS see Currency
COLLECTIBLES see Antiques & Collectibles
COLLEGES & UNIVERSITIES see also Education & Job Training
How A Computer Program Put The World At His Feet [8/90-p14]
Rising College Costs: Bad News, Good News [8/90-p55]
A Kids' World? [10/90-p80]
COMMUNICATION see also Employees; Telecommunications
Word Games [1/90-p80]
Let Your Workers Know [3/90-p40R*]
COMPETITIVENESS see also International Trade
Allen B. Hubbard: Seeking Improved Competitiveness [9/90-p32]
COMPUTER CRIME see Crime
COMPUTERS & SOFTWARE see also Electronics Industry; Offices/Office Equipment, Furniture & Supplies; Word Processing
Combatting "Viruses" Requires Research [1/90-p10]
A Laser In Every Shop [1/90-p34]
We'll Try To Help [1/90-p34]
Show And Tell [1/90-p80]
A Creative Achievement [2/90-p8]
PC, Phone Home [2/90-p36]
The Basic Tools For Today's Office [2/90-p42]
Software To Tame Your Tax Returns [2/90-p58]
Budget Forecasting For The Rest Of Us [3/90-p53]
So You're Thinking Of Buying A System? [3/90-p53]
Write Your Own Policy Handbook [3/90-p53]

** Page numbers followed by letters refer to articles not included in all editions.*

Sales-Oriented Software [3/90-p54]
A Question Of Compatibility [3/90-p54]
Small-Business Networking [3/90-p54]
The Perils Of Training [3/90-p56]
Instant Orders [4/90-p34]
Business Returns On PCs [4/90-p50]
Keeping Your Business Wits About You [5/90-p61]
A Little Help From Their Friends [5/90-p62]
Before You Begin The Great American Novel... [5/90-p62]
An Easy-To-Use Bookkeeping Program [5/90-p62]
More On Networks [5/90-p63]
Sales-Oriented Software [5/90-p63]
Replacing The Toner [5/90-p63]
Bar-Code Equipment [5/90-p63]
Calls By Computer [7/90-p29]
Automation For Small Job Shops [7/90-p38]
Help In Finding Retailing Software [7/90-p39]
Give Your Wrist A Hand [7/90-p39]
New Personnel Policy [7/90-p39]
Money Matters [7/90-p40]
Updating Accounting [7/90-p40]
Constructive Advice [7/90-p40]
Automated Invoicing [7/90-p40]
How A Computer Program Put The World At His Feet [8/90-p12]
Tapping The Education Market [8/90-p18]
Software For Sharing [8/90-p33]
Direct Line: Bottom-Line Software [8/90-p50]
The Most Desired, Troubling Category Of Programs [9/90-p50]
High Technology At Low Prices [9/90-p54]
Letters: The Check Is In The E-Mail? [10/90-p7]
How You Can Hit The Heights While Plunging To The Depths [10/90-p16]
Letters: Shareware--A Spreading Network For Software [11/90-p6]
Get Rid Of The Glare [11/90-p8]
Should You Do Windows? It Depends [11/90-p44]
A Useful Personal Information Manager [11/90-p46]
A Fax Board That Does Lots, Costs Little [11/90-p46]
Everything But The Kitchen Sink [11/90-p46]
Trade Technology [12/90-p24]
Travel-Free Commuting [12/90-p33]
The Two Musketeers Take On The PC World [12/90-p38]

CONSTRUCTION INDUSTRY see also Government Procurement; Housing
Letters: "You're All Wet" [1/90-p4]
Mandated Coverage Would Hammer Construction Firms [1/90-p6]
Federation Urges Use Of Trust Funds [2/90-p14]
Direct Line: Concrete Facts [4/90-p66]
Constructive Advice [7/90-p40]
The Next Challenge [12/90-p9]
Direct Line: Remodelers' Resources [12/90-p54]

CONSULTANTS
Legal Battle Joined Over Pension Consultants [1/90-p6]
Transported By Water [2/90-p17]
Retired--And Back At Work [4/90-p37]
A Consultant Who Has Gone The Distance [5/90-p70]
Tips For Choosing The Right Expert [5/90-p71]
Off The Beaten Path [5/90-p76]
Romancing A $30 Billion Market [6/90-p18]
Do You Need A Broker--Or An Asset Manager [10/90-65]
Direct Line: Getting To The Wedding [10/90-p73]

CONSUMERS
Consumer Markets In The 1990s [1/90-p22]

CONTRACTS (GOVERNMENT) see Government Procurement

COPIERS see Offices/Office Equipment, Furniture & Supplies

COPYRIGHT see Patents, Copyright & Trademarks

CORPORATIONS see also Corporations (Specific); Entrepreneurs; Family Business; Management; Mergers, Acquisitions & Divestitures
Companies Court Women For Boards [1/90-p52]
Should You Go Corporate? [5/90-p46]
A Group Formula For Independence [6/90-p6]
A Board Of Directors Extends A Firm's Reach [6/90-p8]
Direct Line: Dissolving An S Corporation [7/90-p48]
Letters: Another Good Source Of Board Members [9/90-p7]
The Mission Of Finding A Mission [11/90-p58]
Direct Line: Settling On A Structure [11/90-p69]

CORPORATIONS (SPECIFIC) see also Making It in Regular Features & Special Sections portion of Index
Arrin Industries Inc. [6/90-p38]
AST Research Inc. [12/90-p38]
Brother Industries Ltd. [1/90-p42]
Environmental Resources Management Group [6/90-p6]
Florida Power & Light Co. [1/90-p27]
Harmon Industries [1/90-p53]
Hayes Microcomputer Products [2/90-p36]
Hewlett-Packard Co. [12/90-p32C*]
Hitachi Ltd. [1/90-p44]
Koss Corp. [8/90-p41]
Paychex [11/90-p34]
Pinkerton's Inc. [5/90-p26]
Staples [7/90-p42]
Yamaichi Securities Co. Ltd. [1/90-p46]

COSMETICS see Beauty/Grooming Products & Services

CREDIT see also Banks & Banking; Loans
Small Firms' Credit Crunch [7/90-p25]
"Niche Banking" Helps Small Firms [7/90-p27]
Direct Line: Credit Connections [11/90-p68]

CREDIT CARDS & ACCOUNTS
Pet Plastic [1/90-p80]
Worldwide Cash From Bank Cards [7/90-p52]
Those Credit Cards With Extra Warranty Coverage [8/90-p54]
Know Your Credit Card Identification Rights [9/90-p63]

CRIME
Combatting "Viruses" Requires Research [1/90-p10]
RICO: A Runaway Anticrime Law [1/90-p61]
Workers' Crimes Become Companies' Concerns [3/90-p8]
NB Tips: Crime And Fraud [5/90-p10]
Preventing Crime On The Job [7/90-p36]
Better Safe Than Soiled [7/90-p60]

** Page numbers followed by letters refer to articles not included in all editions.*

Protecting Your Property In Hotels And Hospitals [9/90-p64]
Beware Of Foreign Lottery Pitches [12/90-p51]

CURRENCY
Letters: A Columbus Dollar? [2/90-p5]

CUSTOMER RELATIONS
Guaranteed Results [2/90-p62]
Editorial: The End Of The Age Of Entitlement [5/90-p79]
Better Safe Than Soiled [7/90-p60]
Thanks In Advance [7/90-p60]

CZECHOSLOVAKIA
More Progress In East-West Trade [6/90-p33]

D

DAY CARE see also Employee Benefits
Congressional Wrap-Up: Child Care [1/90-p57]
Direct Line: For The Children [2/90-p76]
Direct Line: For The Elderly [2/90-p76]
Vanishing Tax Breaks [7/90-p24]
An "Educational" Preschool Franchise [8/90-p21]
Direct Line: The Corporate Nanny [9/90-p67]
Direct Line: For The Elderly [11/90-p69]
Lower-Income Employees Eligible For Child-Care [12/90-p12]

DAVIS-BACON ACT see Government Procurement

DEFENSE INDUSTRY see also Government Procurement
Defense Strategy Vs. "Pork" Strategy [2/90-p14]

DELIVERY & MAIL SERVICES see also U.S. Postal Service
Cost Cuts Are In The Mail [1/90-p30]
Letters: What's In The Mail [3/90-p5]
Letters: Postal Service [5/90-p5]
Letters: Postal Products [5/90-p5]
Postal Rates: The Growing Threat [5/90-p18]
Letters: A Missing Zero [6/90-p4]
Letters: Postal Service [7/90-p4]
Calls By Computer [7/90-p29]
Better Safe Than Soiled [7/90-p60]
Letters: The Check Is In The E-Mail? [10/90-p7]
The Sibling Rivals [10/90-p50]

DEMOGRAPHICS
Population Trends: Two-Way Street For Travel Industry [3/90-p12]
Florida's Growth Hot Spots [4/90-p10]
Hispanic Markets Are Easier To Reach [9/90-p9]

DIRECT-MAIL see Marketing

DISCRIMINATION see Civil-Rights Bill (Proposed); Employee Benefits; Employees; Employment; Hiring & Firing; Minorities; Women

DIVESTITURES see Mergers, Acquisitions & Divestitures

DRUG ABUSE see Substance Abuse

DRUG TESTING see Tests & Testing

E

ECONOMIC CONDITIONS & FORECASTS see also Business Conditions & Forecasts
The Economy Catches Its Breath [1/90-p18]

Editorial: There's One Economic Forecast That Can Be Made Wtih Absolute Certainty [1/90-p79]
Editorial: "The Fed Cannot Push On A String" [2/90-p79]
Business Responds To Policy Declarations By Top Officials [3/90-p12]
Exporting Will Sustain Economic Growth [5/90-p8]
Measuring The Relative Value Of Past And Present Dollars [5/90-p12]
The Outlook Grows Grim [10/90-p9]
ECONOMIC DEVELOPMENT see also Special Advertising Sections in Regular Features & Special Sections portion of Index
Congressional Alert: Enterprise Zones: Proceed Cautiously [1/90-p78]
Long-Distance Leap [3/90-p14]
Allies For Growth [11/90-p40]
EDUCATION & JOB TRAINING see also Colleges & Universities
Business Writes A New Lesson Plan [1/90-p36]
A Creative Achievement [2/90-p8]
Learning At Work [2/90-p27]
The Perils Of Training [3/90-p56]
Education Benefit Extended--Again [3/90-p79]
Lending For Learning [4/90-p43]
Congressional Alert: Educational Aid For Employees [4/90-p70]
Bringing Back The Days When Dinosaurs Stalked The Earth [6/90-p16]
Grass-Roots Education Reform [6/90-p65]
A Center For Better Education [6/90-p66]
Letters: Education Reform [8/90-p5]
Learn Entrepreneurship From Your VCR [8/90-p10]
Tapping The Education Market [8/90-p18]
An "Educational" Preschool Franchise [8/90-p21]
Lessons From The Teachers' Room [8/90-p22]
Preserving Jobs And Productivity [9/90-p27]
Do Public Schools Miss The Mark? [10/90-p37]
Letters: A Widening Education Market [12/90-p8]
Outlook For Independence Is Linked To Education [12/90-p12]
Direct Line: En Garde! [12/90-p55]
ELECTIONS
Absentee-Voter Information And Candidate Data Available [10/90-p12]
Redrawing The Battle Lines [10/90-p46]
Editorial: For A Change, Politicians Should Start Listening To The People [12/90-p63]
ELECTRIC ENERGY see Energy Resources, Production & Use
ELECTRONICS INDUSTRY see also Computers & Software
Working On The Railroad [1/90-p53]
New Environmental Tax Hits Many Companies [5/90-p10]
Life After Near-Death [8/90-p41]
Hewlett-Packard In China [12/90-32C*]
The Two Musketeers Take On The PC World [12/90-p38]
EMERGENCY SITUATIONS
How Firms Coped After Hugo [4/90-p41]
How To Prepare For Emergencies [4/90-p42]
EMPLOYEE BENEFITS see also Day Care; Employees; Health Insurance; Hiring & Firing; Pensions & Pension Plans; Retirement; Section 89 Of Tax Code
Letters: Correcting Leave In Vermont [1/90-p5]
Congressional Wrap-Up: Parental Leave [1/90-p57]
Help For Employees On Family Matters [2/90-p12]
Paved With You-Know What [2/90-p30]
Taxing Treatments [2/90-p68]
Anti-Discrimination Rules On Benefits Still Apply [3/90-p8]
A Behind-The-Scenes Outlook On Benefits [4/90-p12]
Tax Breaks In The Sunset [4/90-p59]
NB Tips: Nondiscrimination Tests [5/90-p10]
Create An Agency On Employee Benefits? [5/90-p34]
The Tax-Deductible Physical Is Back [5/90-p67]
Help In Finding A New Job [5/90-p67]
Restricting Benefit Policies [5/90-p78]
Picking And Choosing Benefits [6/90-p69]
Donating Leave To Co-Workers [6/90-p70]
Mandated-Leave Act Faces Obstacles [7/90-p8]
Business Confident On Sustaining Leave Veto [8/90-p12]
Letters: Quick Note to Congress: Physician, Heal Thyself [9/90-p7]
How Do My Benefits Stack Up? [9/90-p10]
Business Scores Victory On Family-Leave Bill [9/90-p12]
Target For Taxes: Worker Benefits [9/90-p33]
LaFalce Proposes A Levy On Benefits [9/90-p34]
Congressional Alert: Fairness In Benefits [10/90-p78]
Lower-Income Employees Eligible For Child-Care Aid [12/90-p12]
Congress Debates Simpler Rules [12/90-p28]
Life Insurance As Disability Income [12/90-p28]
Benefits Outpace Wages [12/90-p28]
Direct Line: Employee Benefits [12/90-p55]
EMPLOYEE OWNERSHIP
Direct Line: Employee Ownership [3/90-p83]
EMPLOYEES
Overcoming Workers' Doubts [1/90-p33]
Management By Fun [1/90-p58]
Letters: Treatment Of Exempt Employees [2/90-p4]
Let Your Workers Know [3/90-p40R*]
The Creative Touch [3/90-p42]
Write Your Own Policy Handbook [3/90-p53]
Employee Turnover Has Its Good Side [4/90-p53]
After You Hire A La Carte [6/90-p32]
Direct Line: Ways To Keep Employees Motivated And Productive [6/90-p72]
Preventing Crime On The Job [7/90-p36]
New Personnel Policy [7/90-p39]
Letters: Independent Contractors [8/90-p4]
Drawing The Line On Competitors [8/90-p48]
Direct Line: Worker Feedback [9/90-p66]
Letters: The Business Agenda [10/90-p6]
Letters: Noncompete Agreements [11/90-p7]
Flexible Schedules Take Hold [11/90-p10]
Build Loyalty [11/90-p10]
Checking Up On Workers [12/90-p29]
EMPLOYMENT see also Employees; Hiring & Firing
Direct Line: Temporary Plans [3/90-p83]

** Page numbers followed by letters refer to articles not included in all editions.*

Hiring Experience, Restoring Dignity [4/90-p38]
NB Tips: New guide on employment laws [7/90-p10]
Labor Secretary Wants Balance On Youth Labor [8/90-p8]
Denying Entry To Needed Skills [8/90-p38]
Preserving Jobs And Productivity [9/90-p27]
When You Employ Reservists [10/90-p45]
Planning For The Disabled [11/90-p24]
ENERGY RESOURCES, PRODUCTION & USE
Fuel-Tank Insurance: Required But Scarce [1/90-p6]
A Pursuit Of Excellence [1/90-p27]
A New Energy Crisis? [2/90-p20]
Editorial: Common Grounds For Beginning The Debate On Energy Policy [2/90-p79]
Risky Business, Big Rewards [3/90-p6]
Letters: The Energy Outlook [4/90-p4]
Letters: Below The Surface [4/90-p4]
Letters: Fuel By The Pellet [4/90-p5]
Direct Line: Drilling Afield [4/90-p67]
Letters: A Timely Report [5/90-p4]
Deadlines Postponed For Fuel-Tank Insurance [5/90-p8]
DOE Announces Energy Awards [8/90-p10]
Ideas Differ On Approach To Energy Development [10/90-p12]
Editorial: U.S. Energy Problems Won't End When The Middle East Crisis Does [10/90-p79]
Letters: Home-Grown Energy There For The Harvesting [12/90-p6]
Outlook For Independence Is Linked To Education [12/90-p12]
ENTERPRISE ZONES see Economic Development
ENTERTAINMENT
Direct Line: For The Record [1/90-p74]
Island Dreams [4/90-p16]
Letters: Samoan Cousins [6/90-p5]
Bringing Back The Days When Dinosaurs Stalked The Earth [6/90-p16]
Fat Cats For Charity [7/90-p60]
Direct Line: Going To The Movies [11/90-p68]
ENTREPRENEURS see also Economic Development; Making It in Regular Features & Special Sections portion of Index
NB Tips: Words And Music [1/90-p8]
Something Had To Be Done--Fast! [1/90-p12]
Business Start-Ups: Not So Risky After All? [1/90-p26]
Helping The Handicapped Become Entrepreneurs [1/90-p48]
From Bedside To Business [1/90-p50]
Awards For Entrepreneurs [1/90-p51]
Direct Line: From The Beginning [1/90-p75]
Franchising [2/90-p70]
Risky Business, Big Rewards [3/90-p6]
Long-Distance Leap [3/90-p14]
The Hard Road Is The Best Road [4/90-p6]
Breaking Into The Big Leagues [5/90-p6]
Direct Line: Sources And Resources [5/90-p65]
Why Owners Don't Plan [6/90-p59]
Greetings With A Playful Purpose [7/90-p6]
Are They Still Making It? [7/90-p14]
The Challenge To Women [7/90-p16]
Closing That First Deal [8/90-p6]
Learn Entrepreneurship From Your VCR [8/90-p10]

Why A Minority Businessman In Boston Says, "I'm Optimistic" [9/90-p16]
Direct Line: Starting From Scratch [9/90-p67]
Persevere, But Be Flexible [10/90-p8]
Incubators Nurture New Careers [10/90-p10]
How To Survive The Lighter Green Times [11/90-p10]
Letters: The "Good Old Days" Really Were Better [12/90-p8]
The Next Challenge [12/90-p9]
ENVIRONMENT see also Energy Resources, Production & Use
Fuel-Tank Insurance: Required But Scarce [1/90-p6]
Yearning To Breathe Free [2/90-p46]
Letters: Below The Surface [4/90-p4]
Letters: To Breathe--Free? Or Freely? [4/90-p5]
Clean-Air Amendments Estimated At $54 Billion [4/90-p8]
Deadlines Postponed For Fuel-Tank Insurance [5/90-p8]
Clean-Air Amendments Could Cost Jobs [5/90-p8]
New Environmental Tax Hits Many Companies [5/90-p10]
Avoiding Risks By The Acre [5/90-p49]
A Lending Squeeze On Small Firms [5/90-p52]
Land-Cleanup Liability Broadens For Lenders [8/90-p8]
Environmental Activists Inc. [8/90-p27]
Congressional Alert: Wetlands Policy's Business Impact [8/90-p66]
Letters: Wetlands' Impact [10/90-p6]
Recycling? Plan Ahead [10/90-p10]
How To Survive The Lighter Green Times [11/90-p10]
Watch The States [11/90-p15]
New Air Law Directs States To Help Small Firms Comply [12/90-p12]
ESTATE PLANNING
Congressional Wrap-Up: Estate Freeze [1/90-p56]
Congressional Alert: Repeal Estate "Freeze" Rules [3/90-p86]
Small Business Presses For Restoring Estate Freeze [4/90-p10]
Sowing The Seeds Of Family Strife [4/90-p58]
Debate Begins On How To Change Estate Rules [6/90-p12]
The Revocable Trust: Better Than A Will? [7/90-p51]
Congressional Alert: Debating The Estate Freeze [9/90-p78]
Protection For Your Heirs When You're Terminally Ill [10/90-p66]
Unfreezing The Estate Freeze [11/90-p31]
"If Something Happens To Me" [12/90-p47]
EUROPE
Europe's Unified Market Will Affect U.S. Firms [3/90-p12]
Eastern Europe: A New Frontier [4/90-p45]
Editorial: Goevernment Obstacles To U.S. Trade In The East Bloc Must Be Removed [4/90-p71]
More Progress In East-West Trade [6/90-p33]
Forging Trade Ties In Eastern Europe [6/90-p34]
Helping U.S. Firms Venture Into Eastern Europe [8/90-p10]
The Basque Country [12/90-p43]
EXECUTIVES
Retired--And Back At Work [4/90-p37]
Help In Finding A New Job [5/90-p67]
Letters: Valuable Resources [6/90-p5]
$116,000 Is CEO's Average Base Salary [7/90-p10]
EXECUTIVES (SPECIFIC)
Baker, James K. (Arvin Industries Inc.; President, U.S. Chamber of Commerce) [6/90-p38]
Davis, Ira (Davis and Associates) [3/90-p14]
Golisano, B. Thomas (Paychex) [11/90-p34]
Harmon, Gene (Harmon Industries) [1/90-p53]
Hayes, Dennis (Hayes Microcomputer Products) [2/90-p36]
Katz, Stanley (Archer Services) [10/90-p50]
Koss, John C. (Koss Corp.) [8/90-p41]
Liniger, David and Gail (Re/Max International Inc.) [4/90-p29]
Letters: Re/Max [7/90-p5]
Llewellyn, J. Bruce (Philadelphia Coca-Cola Bottling Co.) [9/90-p41]
Stemberg, Thoma G. (Staples) [7/90-p42]
Wathen, Thomas W. (Pinkerton's Inc.) [5/90-p26]
EXERCISE see Health Care; Physical Fitness
EXPORT SALES see International Trade
EYES & EYESIGHT
New Options For Old Vision Problems [8/90-p52]
Get Rid Of The Glare [11/90-p8]

F

FACSIMILE MACHINES see Offices/Office Equipment, Furniture & Supplies; Telecommunications
FAMILY BUSINESS
Congressional Wrap-Up: Estate Freeze [1/90-p56]
Earning One's Good Fortune [1/90-p63]
To Sell--Or Not To Sell [1/90-p63]
Young Successor On The Hot Seat (Case study) [1/90-p65]
Letters: Not Just Part Of The Family [2/90-p4]
Values With A Long Reach [2/90-p32]
Just What Is A Family Business? [2/90-p32]
A Disability Fuels A Crisis (Case study) [2/90-p34]
Let Your Journal Be Your Mentor [2/90-p35]
Family Firms' Global Reach [2/90-p51]
Letters: Women In High Places [3/90-p5]
Getting The Most From Seminars [3/90-p71]
How Much Is Too Much Family? [3/90-p71]
A Son's Surprise Power Play (Case study) [3/90-p74]
Showing Commitment [3/90-p75]
Congressional Alert: Repeal Estate "Freeze" Rules [3/90-p86]
Small Business Presses For Restoring Estate Freeze [4/90-p10]
We Could Use A Few Good Numbers [4/90-p53]
Employee Turnover Has Its Good Side [4/90-p53]
Caught In A Power Vacuum (Case study) [4/90-p55]
Sowing The Seeds Of Family Strife [4/90-p58]
Mixing Marriage And Business [5/90-p36]
The Fear Of Losing It All [5/90-p36]
Facing Up To Taking Action (Case study) [5/90-p39]
Letters: A Few Good Numbers [6/90-p5]
Letting Go Without Giving Up [6/90-p59]
Why Owners Don't Plan [6/90-p59]
A Son Resents Unfair Treatment (Case study) [6/90-p61]
A Nearly Fearless Forecast [7/90-p45]
Succession: A New Image [7/90-p45]
Will The Business Break The Family? (Case study) [7/90-p47]
Agony And Ecstasy At IBM [8/90-p45]
Learning To Be Responsible [8/90-p45]
"She'll Always Be My Little Sister" (Case study) [8/90-p47]
What We Learn From Business Families [9/90-p46]
Make Change Your Tradition [9/90-p46]
Family Squabbles Spoil The Fun (Case study) [9/90-p48]
Congressional Alert: Debating The Estate Freeze [9/90-p78]
Never Too Young For The Joy Of Work [10/90-p59]
Growing Without Losing Control [10/90-p59]
Anger Over Money Silences Brothers (Case study) [10/90-p62]
Unfreezing The Estate Freeze [11/90-p31]
The Mission Of Finding A Mission [11/90-p58]
Growing Without Losing Control (Cont'd) [11/90-p58]
Sabotaged By Her Own Dad (Case study) [11/90-p62]
A Pioneer In Spite Of Himself [12/90-p47]
"If Something Happens To Me" [12/90-p47]
Turned Down By The Bank (Case study) [12/90-p50]
FEDERAL BUDGET, FEDERAL DEFICIT see U.S. Govt.--Budget
FINANCIAL PLANNING see Bankruptcy & Business Failures; Consultants; Estate Planning; Investment (Individual); Securities
FLOWERS/PLANTS/LANDSCAPING
Direct Line: Growing Enterprise [2/90-p75]
Service In A Box [3/90-p37]
Romancing A $30 Billion Market [6/90-p18]
Floral Fanfare [6/90-p20]
Direct Line: Landscaping [7/90-p48]
Oral Floral Tributes [9/90-p80]
Direct Line: Exterior Decorators [12/90-p54]
FOOD/BEVERAGE INDUSTRY & TRADE see also Agribusiness; Restaurants
Direct Line: Serving Suggestions [1/90-p75]
Rolling In Dough [2/90-p15]
A Taste Of Old Cape Cod [2/90-p29]
Direct Line: Water And Ice [2/90-p75]
Service In A Box [3/90-p37]
Congressional Alert: Debate Over Food Safety [3/90-p86]
Direct Line: Home Dressing [4/90-p67]
Frank Calls [4/90-p72]
Cajun Crunchies [5/90-p14]
Direct LIne: Coffee Shopping [5/90-p65]
Romancing A $30 Billion Market [6/90-p18]
Setting The "Sweet Table" [6/90-p20]
Tradition On A Grand Scale [6/90-p21]

** Page numbers followed by letters refer to articles not included in all editions.*

Direct Line: Something In The Oven [6/90-p72]
Menus For Growth [7/90-p56]
Direct Line: Recipes, Regulations And Market Research [9/90-p66]
Potable Sales [9/90-p80]
They're The Tops [9/90-p80]
The Good That Can Come When You're "Not Too Good To Do Anything" [10/90-p14]
Direct Line: Eye Upon The Doughnut [10/90-p73]
Direct Line: Meat Counters [11/90-p68]
The Glory Of Real Chocolate Truffles [12/90-p16]
Chocolate Desk Set [12/90-p64]

FOREIGN INVESTMENT see Economic Development; International Trade

FRAUD see Crime

FRANCHISING & LICENSING
Helping The Disabled Become Entrepreneurs [1/90-p48]
Forecast For The 1990s [1/90-p48]
Franchising [2/90-p70]
Direct Line: On Golden Arches [2/90-p75]
Franchising Into The '90s [3/90-p61]
A Snapshot Of The 1990s [3/90-p66]
Franchising's Growth Patterns [3/90-p69]
The Rise Of Re/Max [4/90-p29]
Franchising (Quick printers) [4/90-p60]
A Consultant Who Has Gone The Distance [5/90-p70]
Tips For Choosing The Right Expert [5/90-p71]
Changes Ahead For Franchising [6/90-p49]
Growing From The Inside Out [6/90-p55]
Homework Suggestions [6/90-p57]
Direct Line: The Basics [6/90-p72]
Menus For Growth [7/90-p56]
An "Educational" Preschool Franchise [8/90-p21]
Businesses Serving Businesses [8/90-p58]
Direct Line: Finding The Facts [9/90-p67]
Marketing To The 1990 Franchise Buyer [9/90-p69]
Doorstep Decorators [10/90-p70]
The Power Of A Good Idea [11/90-p34]
The Adaptable Enterprise [11/90-p47]
Franchising's First Lesson Is Homework--And Lots Of It [11/90-p49]
Congress Looks At Franchising [11/90-p51]
Expanding Opportunities For Minorities And Women [12/90-p58]

FREE TRADE see International Trade

FURNITURE see HomeCare, Decoration & Furnishings

G

GAMES & HOBBIES
Buy Low, Sell High [2/90-p80]
Direct Line: On The Board [3/90-p83]
Direct Line: Arts & Crafts [7/90-p49]

GENETIC ENGINEERING see Biotechnology

GIFTS, GREETING CARDS, NOVELTIES & TOYS
Direct Line: In The Cards [1/90-p74]
Just Like A Mother [1/90-p80]
Solid Goldwyn [2/90-p18]
Not Just For Kids [5/90-p76]
Two Women Who Combine Old Values With New Dreams [6/90-p13]
Packing It In [6/90-p80]
Greetings With A Playful Purpose [7/90-p6]
Q: What's Black And White And Red All Over? A: A Hot Line Of Toys [9/90-p14]
Potable Sales [9/90-p80]
Oral Floral Tributes [9/90-p80]
"A" List Giving [10/90-p80]
How Two Ex-New Yorkers Send Greetings From Beautiful Vermont [11/90-p11]
Chocolate Desk Set [12/90-p64]
Purple Giraffes [12/90-p64]

GOLD see Investment (Individual)

GOVERNMENT PROCUREMENT see also Defense Industry
Innovation Research [1/90-p8]
OMB Tightens Pressure For Prompt Payment By Agencies [3/90-p10]
NB Tips: Bid Schedule Available [3/90-p10]
A Demanding Customer [3/90-p29]
Credit And Contracts [4/90-p10]
Direct Line: Federal Contracts [5/90-p65]
Small-Business Parity Sought In Federal Contract Awards [7/90-p10]
Small Companies Bridge The Gulf [11/90-p38]

GOVERNMENT REGULATION
Paperwork Reduction Act Up For Renewal [2/90-p12]
Congressional Alert: Reducing Burdens Of Paperwork [3/90-p86]
Congressional Alert: Debate Over Food Safety [3/90-p86]
Letters: What Paperwork Reduction? [5/90-p5]
Clean-Air Amendments Could Cost Jobs [5/90-p8]
Mandates Drive Up Employers' Costs [5/90-p33]
Create An Agency On Employee Benefits? [5/90-p34]
A Tax Form You Can Forget--Almost [5/90-p34]
Editorial: The End Of The Age Of Entitlement [5/90-p79]
NB Tips: COBRA Coverage [6/90-p10]
Federal Fog [6/90-p71]
Letters: Regulatory Resurgence [8/90-p4]
Letters: Quick Note To Congress: Physician, Heal Thyself [9/90-p7]
Seat-Belt Rule Would Also Require Training Programs [9/90-p12]
Don't Retreat On Deregulation [9/90-p23]
Direct Line: Recipes, Regulations And Market Research [9/90-p66]
Watch The States [11/90-p15]
The States' Expanding Regulatory Reach--And Ways To Keep Up On It [11/90-p22]
New Air Law Directs States To Help Small Firms Comply [12/90-p12]

GOVERNMENTAL ASSISTANCE see Economic Development

GREECE
Greece [9/90-p40A*]

GREETING CARDS see Gifts, Greeting Cards, Novelties & Toys

GUARANTEES
Guaranteed Results [2/90-p62]

** Page numbers followed by letters refer to articles not included in all editions.*

H

HANDICAPPED
Helping The Disabled Become Entrepreneurs [1/90-p48]
Congressional Wrap-Up: Disabilities Act [1/90-p56]
Law For The Disabled May Soon Be Enacted [2/90-p14]
Letters: A Vote For The Disabled [3/90-p5]
A Troubling Bill For Business [5/90-p58]
Litigation Will Greet New Law On The Handicapped [7/90-p8]
Planning For The Disabled [11/90-p24]

HANDICRAFTS
Two Women Who Combine Old Values With New Dreams [6/90-p13]
Direct Line: Arts & Crafts [7/90-p49]
Direct Line: Quilter's Query [9/90-p66]

HEALTH CARE see also Health Insurance; Physical Fitness
From Bedside To Business [1/90-p50]
Advances In Treating Adult Acne [1/90-p66]
Yearning To Breathe Free [2/90-p46]
Sweet Dreams [2/90-p66]
Letters: Wellness At Work [3/90-p4]
The Return Of The "Metal Mouths" [3/90-p76]
Why You Feel Better When The Sun Shines [4/90-p56]
Help For Typists With A Pain In The Eye [5/90-p61]
It's Not The Potato, It's The Sour Cream [5/90-p66]
Sinus Pain's Causes And Cures [6/90-p68]
Medicare Cost Shifting [7/90-p24]
Give Your Wrist A Hand [7/90-p39]
New Options For Old Vision Problems [8/90-p52]
Sniffing Out Allergy Answers [9/90-p68]
How Business Travelers Can Eat Healthfully On The Road [10/90-p64]
When The Aches And Pains Aren't Arthritis [11/90-p70]

HEALTH CARE COSTS see Health Insurance

HEALTH INSURANCE see also Employee Benefits
Letters: Health-Care Costs, Continued [1/90-p4]
Mandated Coverage Would Hammer Construction Firms [1/90-p6]
Congressional Wrap-Up: Mandated Health Insurance [1/90-p57]
Letters: Why Destroy Health Insurance? [2/90-p5]
Health-Care Costs Defy Efforts At Containment [3/90-p12]
Letters: Keep Health Care Commercial [4/90-p5]
Another Jump In Health-Care Costs [4/90-p12]
Letters: Health Care For The Elderly [5/90-p5]
Pressure For Action On Health Coverage [5/90-p33]
Mandates Drive Up Employers' Costs [5/90-p33]
The Health Tax Adds Up [5/90-p33]
A No To National Health Insurance? [5/90-p60]
Health-Care Reform [5/90-p78]

Smaller Firms Face Special Problems On Health Care [6/90-p8]
NB Tips: COBRA Coverage [6/90-p10]
Beware Of Scams [7/90-p22]
How Many Are Uninsured? [7/90-p22]
Shrinking Health Coverage [7/90-p22]
Medicare Cost Shifting [7/90-p24]
Mandates Reduced [8/90-p25]
Costs May Delay State's Plan [9/90-p33]
Canada's Health Plan Is Not For Importing [9/90-p34]
10 Ways To Cut Your Health-Care Costs Now [10/90-p20]
Proposals For Fixing A Defective System [10/90-p23]
Smart Shopping Pays Off: Update On A Small Firm [10/90-p26]
The Ins And Outs Of Managed Care [10/90-p28]
Congressional Alert: Health-Care Tax Deduction [10/90-p78]
Letters: Cutting The Costs Of Health Care [11/90-p6]
Letters: Reasonable Medical Costs [11/90-p6]
Watch The States [11/90-p15]
Letters: Cost-Shifting Alone Won't Solve Health-Cost Problems [12/90-p6]
Letters: Don't Reduce Mental-Health Care [12/90-p6]
Letters: Risk Pools' Hidden Risk [12/90-p6]
Letters: Managed Care [12/90-p8]
Letters: There Are Merits To Canada's Health Plan [12/90-p8]
Repeal Efforts (Massachusetts) [12/90-p28]
HIGHWAYS see Construction Industry; Public Works; Transportation
HIRING & FIRING see also Civil-Rights Bill (Proposed); Employees; Employment; Immigration
After You Hire A La Carte [6/90-p32]
HISPANIC-AMERICANS see Minorities
HOBBIES see Games & Hobbies
HOME-BASED BUSINESS
Letters: Working At Home [1/90-p4]
The Deductible Life, Working At Home [5/90-p67]
Home-Based And Still A Business [7/90-p20]
Direct LIne: Home Is Where The Work Is [10/90-p74]
Travel-Free Commuting [12/90-p33]
HOME CARE, DECORATION & FURNISHINGS
Leasing The Good Life [1/90-p16]
Direct Line: Antiques [7/90-p48]
Doorstep Decorators [10/90-p70]
How He Learned To Put More Than Work Into His Business [11/90-p12]
Direct Line: Facts On Furniture [12/90-p54]
News For The Nose [12/90-p64]
HOME-EQUITY LOANS see Loans
HOTELS, MOTELS & INNS see also Tourism, Travel & Vacations
Direct Line: Bed & Breakfast [2/90-p75]
Home, Suite Home [6/90-p80]
Direct Line: B&B Retreats [7/90-p49]
Direct Line: B&B Liability [9/90-p66]
HOUSING see also Construction Industry
Direct Line; Creating Space [1/90-p75]
HUNTING see Recreation/Sports & Sports Facilities

I

IMMIGRATION
A Measure To Remove Sanctions On Employers [8/90-p12]
Denying Entry to Needed Skills [8/90-p38]
Congressional Alert: Immigration Sanctions [9/90-p78]
Employers Win Important Change In Immigration Law [12/90-p12]
IMPORTING see International Trade
INCOME TAX see also Business Taxes; Capital Gains; Estate Planning; Taxation; U.S.Govt.--Internal Revenue Service
The IRS Digs Into Pockets Of Noncompliance [1/90-p67]
Beating The Tax System [1/90-p67]
Child Care: A Reminder [1/90-p68]
Letters: More Tax Assistance [2/90-p5]
Software To Tame Your Tax Return [2/90-p58]
It's That Time Again [2/90-p68]
Electronic Filing [2/90-p68]
Calling All Cars [2/90-p68]
Home, Sweeter Home [2/90-p68]
Taxing Treatments [2/90-p68]
Curbing Taxes On Business Cars [3/90-p58]
Mileage Rate Changes For 1990 [3/90-p78]
Income That's Not Taxed [3/90-p78]
The $10,000 Threshold [3/90-p78]
Tell The IRS If You've Moved [3/90-p78]
Direct Line: Tax Matters [3/90-p83]
Itemize Legal Fees [4/90-p57]
Reminders For Last-Minutes Filers [4/90-p57]
Take More Time To file, But Estimate Carefully [4/90-p59]
The Health Tax Adds Up [5/90-p33]
Your Last Known Address [5/90-p68]
Audit Rights [5/90-p68]
The Hidden Trap If You Simplify "Kiddie Taxes" [5/90-p68]
Deducting Legal Fees [5/90-p68]
The Hazard Of Prepaying A Loan [5/90-p68]
On The Prowl For Nonfilers [6/90-p70]
Small-Business Expense Accounts [6/90-p70]
Donating Leave To Co-Workers [6/90-p70]
And The Risk Goes Down [6/90-p70]
Vanishing Tax Breaks [7/90-p24]
A Major Tax Shelter That's Often Overlooked [8/90-p55]
Target For Taxes: Worker Benefits [9/90-p33]
LaFalce Proposes A Levy On Benefits [9/90-p34]
Points On Buying A House [9/90-p65]
Paying Interest Only [9/90-p65]
Creating A Suspense Account [10/90-p68]
Direct Line: Taxes At Home [10/90-p73]
Congressional Alert: Health-Care Tax Deduction [10/90-p78]
Year-End "Tax Cleaning" [11/90-p64]
The New Tax Law's Impact [12/90-p41]
Collecting From The Company [12/90-p53]
Check Your Withholding Now [12/90-p53]
INDIVIDUAL RETIREMENT ARRANGEMENTS see also Pensions & Pension Plans; Retirement
A Reminder On Keoghs And IRAs [3/90-p77]
IRA Fight Resolved--For Now [3/90-p79]
INDUSTRIAL SAFETY see Occupational Hazards & Injuries

** Page numbers followed by letters refer to articles not included in all editions.*

INFLATION see Economic Conditions & Forecasts
INFRASTRUCTURE see Public Works
INNS see Hotels, Motels & Inns
INSURANCE see also Health Insurance; Liability Insurance
Letters: Working At Home [1/90-p4]
Nature's Uprisings May Hike Premiums [1/90-p8]
The Perils Of Success In An "Invisible Business" [6/90-p15]
Direct Line: Uncovering The Facts [6/90-p73]
Insuring Your Accounts Receivable [7/90-p10]
Finding Coverage When You're "Uninsurable" [9/90-p63]
Life Insurance As Disability Income [12/90-p28]
INTERIOR DECORATING see Home Care, Decorating & Furnishings
INTERNATIONAL TRADE
Japan: Good Citizenship Is Good Business [1/90-p42]
Letters: Europe's Farm Psychology [2/90-p4]
Family Firms' Global Reach [2/90-p51]
South Korea's Elusive Market [2/90-p55]
Europe's Unified Market Will Affect U.S. Firms [3/90-p12]
Asian Opportunities In The '90s [4/90-p12]
Barbados [4/90-p36A*]
Eastern Europe: A New Frontier [4/90-p45]
U.S.-Soviet Entrepreneurship [4/90-p46]
Direct Line: Drilling Afield [4/90-p67]
Editorial: Government Obstacles To U.S. Trade In The East Bloc Must Be Removed [4/90-p71]
Exporting Will Sustain Economic Growth [5/90-p8]
A Rising Interest In Doing Business Abroad [5/90-p8]
Direct Line: Small Firms Show Interest In Exporting And Importing [5/90-p64]
U.S. to Permit Technology Sales To Eastern Europe [6/90-p10]
Bush Urges Aggressive Investment Overseas [6/90-p12]
More Progress In East-West Trade [6/90-p33]
Forging Trade Ties In Eastern Europe [6/90-p34]
Ten Common Mistakes Of Potential Exporters [6/90-p36]
Korea [6/90-p41]
Closing That First Deal [8/90-p6]
Helping U.S. Firms Venture Into Eastern Europe [8/90-p10]
How A Computer Program Put The World At His Feet [8/90-p14]
Helping U.S. Business Speak In Foreign Languages [8/90-p16]
Congressional Alert: Fairness In Foreign Aid [8/90-p66]
Prepare For A Global Market [9/90-p29]
Advertising The Chamber's Concern [9/90-p30]
Greece [9/90-p40A*]
Soviet Ventures: A Capital Idea [10/90-p42]
Selling American To The Japanese [10/90-p54]
Direct Line: Exporting To America [10/90-p74]
Letters: The "Good Old Days" Really Were Better [12/90-p8]

Reach New Markets [12/90-p18]
Exporting By The Book--And Periodical [12/90-p21]
Trade Technology [12/90-p24]
You Can Find Financing--If You Know Where To Look [12/90-p26]
China [12/90-p32A*]
INVENTORS & INVENTIONS see Patents, Copyrights & Trademarks
INVENTORY CONTROL
Turn Stock To Cash [10/90-p9]
INVESTMENT (INDIVIDUAL) see also Art/Photography; Securities
The Perils Of Success In An "Invisible Business" [6/90-p15]
Open Season For Diamonds [12/90-p52]
Buying Collectibles For Fun, Not For Profit [12/90-p52]

J - K

JAPAN
Good Citizenship Is Good Business [1/90-p42]
Selling American To The Japanese [10/90-p54]
JOB TRAINING see Education & Job Training
JOINT VENTURES see also Special Advertising Sections in Regular Features & Special Sections portion of Index
Congressional Alert: Joint Ventures Strengthen U.S. [1/90-p78]
U.S.-Soviet Entrepreneurship [4/90-p46]
Congressional Alert: Joint Production Ventures [7/90-p62]

KEOGH PLANS see Retirement
KOREA see South Korea

L

LABELING see Packaging & Labeling
LABOR LEGISLATION see also Employee Benefits
Congressional Alert: Banning Striker Replacement [8/90-p66]
LABOR UNIONS
Editorial: A Question For Lane Kirkland [12/90-p63]
LANDSCAPING see Flowers/Plants/Landscaping
LAWS & LEGISLATION (FEDERAL) see also Congressional Alert in Regular Features & Special Sections portion of Index
Congressional Wrap-Up [1/90-p56]
RICO: A Runaway Anticrime Law [1/90-p61]
Clean-Air Amendments Estimated At $54 Billion [4/90-p8]
Clean-Air Amendments Could Cost Jobs [5/90-p8]
A Troubling Bill For Business [5/90-p58]
Risks For Firms In Civil-Rights Bill [6/90-p28]
Editorial: The Line-Item Veto: A Logical Starting Point For Fiscal Reform [6/90-p79]
Mandated-Leave Act Faces Obstacles [7/90-p8]
Litigation Will Greet New Law On The Handicapped [7/90-p8]
Drive Under Way For Line-Item Veto [7/90-p11]
Business Still Counts On Bush To Block Hiring-Quota Plan [7/90-p11]
Congressional Alert: Line-Item Veto Authority [7/90-p62]
Letters: Civil-Rights Risks [8/90-p5]
Planning For The Disabled [11/90-p24]
New Air Law Directs States To Help Small Firms Comply [12/90-p12]
The New Tax Law's Impact [12/90-p41]
LAWS & LEGISLATION (STATE)
Paved With You-Know-What [2/90-p30]
California's Radical Proposal [3/90-p22]
Workers' Comp Trouble Spots [3/90-p23]
Mandates Reduced [8/90-p25]
Costs May Delay State's Plan [9/90-p33]
Watch The States [11/90-p15]
The States' Expanding Regulatory Reach--And Ways To Keep Up On It [11/90-p22]
LEASES & LEASING/RENTALS
Leasing The Good Life [1/90-p16]
Cutting Costs On The Road [5/90-p54]
Letters: Leasing [7/90-p5]
Direct Line: Pickup Start-Up [7/90-p49]
LEGAL SERVICES see also Litigation
Itemize Legal Fees [4/90-p57]
Laughing Matters [8/90-p64]
LIABILITY
Workers' Crimes Become Companies' Concerns [3/90-p8]
LIABILITY INSURANCE
Fuel-Tank Insurance: Required But Scarce [1/90-p6]
Letters: Below The Surface [4/90-p4]
Deadline Postponed For Fuel-Tank Insurance [5/90-p8]
The Rewards Of Risk Management [9/90-p58]
Direct Line: B&B Liability [9/90-p66]
LITIGATION
Letters: Civil Or Uncivil Rights? [9/90-p6]
LIVESTOCK see Agribusiness
LOANS see also Banks & Banking; Credit; Credit Cards & Accounts; Economic Development; Venture Capital
Tapping Your 401(k) Plan [1/90-p68]
Clearing Home-Equity Loans [1/90-p68]
Speedy Loan Approval [1/90-p68]
Small-Business Loans For Very Small Companies [3/90-p10]
Lending For Learning [4/90-p43]
A Lending Squeeze On Small Firms [5/90-p52]
The Hazard Of Prepaying A Loan [5/90-p68]
SBA Outlines Improvements For Financing Programs [6/90-p8]
More On Keoghs As Collateral [6/90-p70]
SBA Lending Programs Could Face Major Changes [7/90-p10]
Land-Cleanup Liability Broadens For Lenders [8/90-p8]
Direct Line: Home-Equity Loans For Firms [9/90-p67]
You Can Find Financing--If You Know Where To Look [12/90-p26]

M

MAIL SERVICES see Delivery & Mail Services; U.S. Postal Service

** Page numbers followed by letters refer to articles not included in all editions.*

MAILING LISTS see Marketing
MAIL-ORDER BUSINESS
Direct Line: It's In The Mail [8/90-p51]
MANAGEMENT see also Communications; Corporations; Employees; Employment; Hiring & Firing; Wages & Salaries
NB Tips: Words And Music [1/90-p8]
Cost Cuts Are In The Mail [1/90-p30]
Management By Fun [1/90-p58]
Cardinal Sins Of Management [2/90-p53]
Letters: Managing To Have Fun [3/90-p4]
Letters: What's In The Mail [3/90-p5]
The Creative Touch [3/90-p42]
Write Your Own Policy Handbook [3/90-p53]
Employee Turnover Has Its Good Side [4/90-p53]
"Who's In Charge Here?" The Answer Can Be Expensive [4/90-p57]
Keeping Your Business Wits About You [5/90-p61]
Letters: Cardinal Sins [6/90-p5]
NB Tips: Management Challenges [6/90-p10]
Preventing Crime On The Job [7/90-p36]
Criticism: Putting It Off Can Create Problems [8/90-p10]
NB Tips: "The Encyclopedia Of Records Retention" [8/90-p10]
Making An Impact On The Workplace [8/90-p32]
Letters: If At First You Don't Succeed, Plan Again [9/90-p6]
Letters: Women At Work [10/90-p6]
First, Generate Feedback [10/90-p9]
A Solid Strategy Helps Companies' Growth [10/90-p10]
Cut "Sacred Cow" Expenses [11/90-p8]
NB Tips: New book, "Conquering The Paper Pile-Up" [11/90-p10]
Checking Up On Workers [12/90-p29]
MANUFACTURING
Direct Line: Made In The U.S.A. [8/90-p51]
Direct Line: Straight Shots [9/90-p66]
MARKETING see also Advertising; Mail-Order Business; Sales & Selling
A Winning Game Plan [3/90-p32]
Service In A Box [3/90-p37]
Getting Noticed [4/90-p72]
Puttin' On The Glitz [5/90-p13]
Marketing The Future [5/90-p16]
Looking Good, Selling Better [5/90-p42]
Tom Stemberg Calls The Office [7/90-p42]
Don't Ignore Marketing--Even In Chapter 11 [9/90-p9]
Direct Line: Recipes, Regulations And Market Research [9/90-p66]
Potable Sales [9/90-p80]
Direct Line: Sounds Of The Past [10/90-p74]
Take Time To Sell Yourself [11/90-p8]
Kiosks: Low Cost, High Traffic [12/90-p10]
The Winning Product Launch [12/90-p10]
An Omaha Telemarketer Rings Up Sales [12/90-p14]
MATERNITY & PATERNITY LEAVES see Employee Benefits
MEDICARE see Health Care; Health Insurance
MERGERS, ACQUISITIONS & DIVESTITURES see also Employee Ownership
To Sell--Or Not To Sell [1/90-p63]
Showing Commitment [3/90-p75]
The High Cost Of Being Gobbled Up [3/90-p77]

Direct Line: Going Out Of Business [3/90-p84]
Market For Selling Midsized Firms Expected To Stay Strong [4/90-p8]
Poison Pills [5/90-p69]
Direct Line: Dissolving An S Corporation [7/90-p48]
Drawing The Line On Competitors [8/90-p48]
Direct Line: Time To Sell [8/90-p51]
A "Sellers' Market" For Small Firm Buyouts [9/90-p9]
Growing Without Losing Control [10/90-p59]
Selling Soon? Look Lean [11/90-p8]
MIDDLE EAST
Editorial: U.S. Energy Problems Won't End When The Middle East Crisis Does [10/90-p79]
MINES & MINING
Opposition Voiced To Proposed Fee Plan [2/90-p12]
MINIMUM WAGE see Wages & Salaries
MINORITIES
Long-Distance Leap [3/90-p14]
Surviving--And Thriving [3/90-p18]
Hispanic Markets Are Easier To Reach [9/90-p9]
Why A Minority Businessman In Boston Says, "I'm Optimistic" [9/90-p16]
"Business Is The Emancipator" [9/90-p41]
Letters: Opportunity For Minorities [11/90-p7]
Expanding Opportunities For Minorities And Women [12/90-p58]
MORTGAGES
Points On Buying A House [9/90-p65]
MOTION PICTURES see Entertainment
MUTUAL FUNDS see Securities

N

NATIONAL DEBT see U.S.Govt.--Budget
NATION'S BUSINESS MAGAZINE
Letters: Coverage Compliments [4/90-p5]
Letters: Kudos [5/90-p5]
NOVELTIES see Gifts, Greeting Cards, Novelties & Gifts
NURSES & NURSING see Health Care

O

OCCUPATIONAL HAZARDS & INJURIES
NB Tips: Traffic Safety [2/90-p12]
Yearning To Breathe Free [2/90-p46]
Direct Line: Industrial Safety [3/90-p84]
NB Tips: Chemical Accidents [6/90-p10]
NB Tips: Truck Safety [6/90-p10]
Bill Would Stiffen OSHA-Related Penalties [8/90-p12]
Seat-Belt Rule Would Also Require Training Programs [9/90-p12]
OFFICES/OFFICE EQUIPMENT, FURNITURE & SUPPLIES see also Computers & Software
Letters: Inside Story [1/90-p5]
The Basic Tools For Today's Office [2/90-p42]
Yearning To Breathe Free [2/90-p46]
Small-Business Networking [3/90-p54]
A Low-Cost Laser Printer For Demanding Users [7/90-p38]
And Two Even Cheaper Ones For Everyone Else [7/90-p38]
Tom Stemberg Calls The Office [7/90-p42]
In The Cards [7/90-p60]
How 1990's SBA Winner Built A Business From The Basement Up [9/90-p13]
How He Learned To Put More Than Work Into His Business [11/90-p12]
OIL see Energy Resources, Production & Use
OPTIONS TRADING see Securities

P

PACKAGING & LABELING
Looking Good, Selling Better [5/90-p42]
They're The Tops [9/90-p80]
PAPERWORK REDUCTION ACT see Government Regulation
PARENTAL LEAVE see Employee Benefits
PARTNERSHIPS
A Change In Deductions [5/90-p69]
The Perils Of Success In An "Invisible Business" [6/90-p15]
Don't Let "Equality" Bog You Down [12/90-p32]
PATENTS, COPYRIGHTS & TRADEMARKS
Direct Line: Home Dressing [4/90-p67]
Direct Line: The Patent Process: Complex And Yet Straightforward [7/90-p48]
What's In A Name [11/90-p8]
Direct Line: Protecting The Prose [12/90-p54]
PENSIONS, PENSION PLANS see also Individual Retirement Arrangements; Retirement
Legal Battle Joined Over Pension Consulting [1/90-p6]
Congressional Wrap-Up: Pension Reversion [1/90-p57]
Congressional Alert: Pension Plans At Risk [2/90-p78]
IRS Vs. Small Pension Plans [5/90-p34]
Lump-Sum Distributions [6/90-p69]
Congressional Alert: Pension Restrictions [6/90-p78]
Congress Debates Simpler Rules [12/90-p28]
PERSONAL FINANCE
Do You Need A Broker--Or An Asset Manager? [10/90-p65]
Domestics, Nannies...And Now It's Bookkeepers [10/90-p66]
PETROLEUM INDUSTRY see Energy Resources, Production & Use
PETS
Pet Plastic [1/90-p80]
Direct Line: Proper Breeding [2/90-p76]
Direct Line: Pet Cemetery [4/90-p67]
Direct Line: Pet Project [6/90-p73]
Greetings With A Playful Purpose [7/90-p6]
Cold Comfort [8/90-p64]
Four-Footed Finery [12/90-p64]
PHILANTHROPY see Charitable Contributions & Organizations/Volunteerism
PHOTOGRAPHY see Art/Photography; Games & Hobbies
PHYSICAL FITNESS see also Health Care
Direct Line: Sweat Equity [6/90-p73]
Lugging Right Along [6/90-p80]
PHYSICIANS see Health Care; Health Insurance

** Page numbers followed by letters refer to articles not included in all editions.*

POLITICAL FINANCE
Congressional Alert: Campaign Reforms And PACs [1/90-p78]
Letters: Money And Politics [3/90-p5]
POSTAL SERVICE see Delivery & Mail Services; U.S. Postal Service
PRINTING & PUBLISHING see also Books
Values With A Long Reach [2/90-p32]
Direct Line: It's On The Bag [2/90-p75]
Keeping A Step Ahead [4/90-p15]
Franchising (Quick printing) [4/90-p60]
Bookstores Are Bestsellers [9/90-p38]
It Takes The Cake [9/90-p80]
Direct Line: Supplies For Printers [10/90-p74]
Direct Line: Protecting The Prose [12/90-p54]
PRIVATIZATION
Privatizing Social Security [4/90-p25]
PRODUCT LIABILITY see also Liability Insurance
Advocates Of Product-Liability Reform See Cause For Optimism [2/90-p14]
Congressional Alert: Product-Liability Reform [2/90-p78]
The Maze Of Product Liability [6/90-p62]
Letters: Product Liability [8/90-p4]
Letters: Product Liability: An Omission [9/90-p7]
PRODUCTIVITY
Major Concern Of Small-Business Managers: Productivity [2/90-p10]
Direct Line: Ways To Keep Employees Motivated And Productive [6/90-p72]
Making An Impact On The Workplace [8/90-p32]
Preserving Jobs And Productivity [9/90-p27]
Letters: The Business Agenda [10/90-p6]
A Solid Strategy Helps Companies' Growth [10/90-p10]
PROMPT PAYMENT see Accounts Payable & Receivable; Government Procurement
PROTECTIONISM see International Trade
PUBLIC OPINION
New Chamber Services Give Business Input On Issues [5/90-p12]
A No to National Health Insurance [5/90-p60]
How To Register Your Vote Against Higher Taxes [7/90-p8]
Editorial: For A Change, Politicians Should Start Listening To The People [12/90-p63]
PUBLIC SPEAKING
Laughing Matters [8/90-p64]
PUBLIC WORKS
The Foundation Must Be Sound [9/90-p31]
Letters: Put The Money On The Roads [11/90-p7]
PUBLISHING see Printing & Publishing
PURCHASING
Direct Line: Medicinal Supplies [4/90-p66]

Q

QUALITY CONTROL
A Pursuit Of Excellence [1/90-p27]
Prize Achievements [1/90-p29]
The Hard Road Is The Best Road [4/90-p6]
Editorial: The End Of The Age Of Entitlement [5/90-p79]
NB Tips: New handbook on standards management [7/90-p10]

QUOTA SYSTEMS see Civil-Rights Bill (Proposed); Employment; Hiring & Firing

R

REAL ESTATE
Letters: "You're All Wet" [1/90-p4]
Direct Line: An Appraisal [2/90-p75]
The Rise Of Re/Max [4/90-p29]
Buying A Home In A Slow Market [4/90-p58]
Avoiding Risks By The Acre [5/90-p49]
Points On Buying A House [9/90-p65]
RECESSION see Economic Conditions & Forecasts
RECREATION/SPORTS & SPORTS FACILITIES
Letters: The Game And The Fame [1/90-p4]
A Winning Game Plan [3/90-p32]
Direct Line: Fishing For Flies [3/90-p84]
Direct Line: Athletic Gear [4/90-p66]
Direct Line: The Bowl Game [5/90-p64]
Off The Beaten Path [5/90-p76]
Letters: Re/Max [7/90-p5]
In A River Town That Shuns Frivolity, They Put Glamour On The Water [7/90-p15]
The Sporting Life [7/90-p60]
Direct Line: In The Swing [8/90-p50]
Swinging Notions [8/90-p64]
How You Can Hit The Heights While Plunging To The Depths [10/90-p16]
Higher And Higher (Sales, That Is) In The Rocky Mountains [10/90-p17]
Direct Line: En Garde! [12/90-p55]
Cast Away [12/90-p64]
RECYCLING see Waste Disposal
RED TAPE see Government Regulation
RELOCATION
Moving New Employees [7/90-p50]
Small Firms Pay More For Relocations [8/90-p8]
Moving Experience [10/90-p80]
RENTALS see Leases & Leasing/Rentals
RESEARCH & DEVELOPMENT see also Biotechnology
Transported By Water [2/90-p17]
Automation For Small Job Shops [7/90-p38]
DOE Announces Research Awards [8/90-p10]
Biotech Firms Team Up With U.S. Research Labs [9/90-p9]
Letters: More Sources For Technology Transfer [11/90-p6]
The Next Challenge [12/90-p9]
The Winning Product Launch [12/90-p10]
RESTAURANTS see also Food/Beverage Industry & Trade
A Warm Glow In The Frozen North [1/90-p14]
Direct Line: On Golden Arches [2/90-p75]
Just A Minute [4/90-p72]
Frank Calls [4/90-p72]
Getting Noticed [4/90-p72]
Cold Beer, Great Service [9/90-p8]
RETAIL STORES & TRADE
Something Had To Be Done--Fast! [1/90-p12]
Back From Disaster [1/90-p51]
Direct Line: For The Record [1/90-p74]
Direct Line: Wedding Plans [1/90-p74]
Direct Line: Religious Endeavor [1/90-p74]
Have I Got A Deal For You! [2/90-p10]
Direct Line: Stationery Stores [3/90-p84]
Getting Into An Upscale Mall [4/90-p32]
Direct Line: Especially For Children [5/90-p65]
Help In Finding Retailing Software [7/90-p39]
Better Safe Than Soiled [7/90-p60]
Lessons From The Teachers' Room [8/90-p22]
Direct Line: Video Hook-Up [8/90-p51]
Bookstores Are Bestsellers [9/90-p38]
Opening A Bookstore [9/90-p40]
Direct Line: Quilter's Query [9/90-p66]
Higher And Higher (Sales, That Is) In The Rocky Mountains [10/90-p17]
Direct Line: Eye Upon The Doughnut [10/90-p73]
Direct Line: For Reading And Writing [11/90-p68]
Direct Line: On The Record--And The CD [11/90-p69]
Direct Line: Yard Work [11/90-p69]
Kiosks: Low Cost, High Traffic [12/90-p10]
Open Season For Diamonds [12/90-p52]
From The Big Top [12/90-p64]
RETIREMENT see also Individual Retirement Arrangements; Pensions, Pension Plans
Tapping Your 401(k) Plan [1/90-p68]
NB Tips: Retirement Benefits [2/90-p12]
A Reminder On Keoghs And IRAs [3/90-p77]
Retired--And Back At Work [4/90-p37]
Direct Line: Retirement Homes [4/90-p66]
Feathering Your Nest [5/90-p68]
Restricting Benefit Policies [5/90-p78]
Letters: Valuable Resources [6/90-p5]
Retirement Accounts: Invest Early And Often [6/90-p69]
More On Keoghs As Collateral [6/90-p70]
Shrinking Health Coverage [7/90-p22]
Straightforward Solutions [8/90-p56]
Be Wary Of The Hard Sell On Tax-Deferred Annuities [9/90-p63]
RISK MANAGEMENT see Liability Insurance

S

S CORPORATIONS see Corporations
SALARIES see Wages & Salaries
SALES & SELLING see also Advertising; Marketing
Back Into The Shark Tank [3/90-p50]
Sales-Oriented Software [3/90-p54]
Direct Line: Company Reps [4/90-p66]
Sales-Oriented Software [5/90-p63]
Direct Line: Sales Skills [6/90-p73]
How 1990's SBA Winner Built A Business From The Basement Up [9/90-p13]
Ways To Increase Orders [12/90-p10]
SAVINGS
Congressional Alert: Incentives For Family Savings [4/90-p70]
SECTION 89, U.S. TAX CODE
Congressional Wrap-Up: Section 89 [1/90-p56]
Anti-Discrimination Rules On Benefits Still Apply [3/90-p8]
NB Tips: Nondiscrimination Tests [5/90-p10]
A Tax Form You Can Forget--Almost [5/90-p34]
SECURITIES
Do You Know What You Sold? [1/90-p69]
Oh! Those Mutual Funds! [3/90-p77]
Mutual Facts [6/90-p69]
Bottom Fishing For Junk Bonds [7/90-p51]
"Worthless" Securities May Have Hidden Value [7/90-p52]
Be Wary Of The Hard Sell On Tax-Deferred Annuities [9/90-p63]
Do You Need A Broker--Or An Asset Manager? [10/90-p65]
SECURITY SYSTEMS
Tom Wathen's Security Blanket [5/90-p26]
Growing From The Inside Out [6/90-p55]
SENIOR CITIZENS
When Gray Means Green [3/90-p77]
Retired--And Back At Work [4/90-p37]
Hiring Experience, Restoring Dignity [4/90-p38]
Direct Line: Retirement Homes [4/90-p66]
Letters: Health Care For The Elderly [5/90-p5]
Direct Line: Sounds Of The Past [10/90-p74]
SERVICES
Direct Line: Dry Cleaning [1/90-p75]
Direct Line: Live Connections [1/90-p75]
Letters: Getting The Telemessage [2/90-p5]
Growing Years For The Service Industry [2/90-p10]
Direct Line: Temporary Plans [3/90-p83]
Direct Line: Tax Matters [3/90-p83]
Direct Line: Clean Sweeps [3/90-p84]
Direct Line: Diapers On Demand [4/90-p67]
Direct Line: Automotive Details [5/90-p65]
Romancing A $30 Billion Market [6/90-p18]
Direct Line: Birthday Parties [6/90-p73]
Direct Line: Uncovering The Facts [6/90-p73]
Letters: Weddings [8/90-p5]
Helping U.S. Business Speak In Foreign Languages [8/90-p16]
Tapping The Education Market [8/90-p18]
Businesses Serving Businesses [8/90-p58]
Domestics, Nannies...And Now It's Bookkeepers [10/90-p66]
Direct Line: Getting To The Wedding [10/90-p73]
Direct Line: Taxes At Home [10/90-p73]
Direct Line: Cuttable Stories [10/90-p74]
The Power Of A Good Idea [11/90-p34]
Direct Line: Credit Connections [11/90-p68]
Direct Line: Capturing Images [12/90-p54]
SMALL BUSINESS
NB Tips: Growth After Start-Up [1/90-p8]
How to Prosper In Slow Times [1/90-p20]
Major Concern Of Small-Business Managers: Productivity [2/90-p10]
Small Firms Enlist To Fight Drugs [2/90-p49]
Cardinal Sins Of Management [2/90-p53]
Smallness Has Its Advantages [2/90-p69]
Federal Agencies Target Rural Business Growth [4/90-p8]
Instant Orders [4/90-p34]
SBA Winners By State [5/90-p32]
A Troubling Bill For Business (Americans With Disabilities Act) [5/90-p58]
Small Firms Face Special Problems On Health Care [6/90-p8]
NB Tips: Management Challenges [6/90-p10]
Small-Business Parity Sought In Federal Contract Awards [7/90-p10]
White House Conference On Small Business Proposed [7/90-p11]
Small Firms' Credit Crunch [7/90-p25]
What Makes A Firm A Winner? Or A Loser? One Winner Answers [9/90-p10]
Proposal Could Help Foster Small-Business Cooperation [9/90-p10]

** Page numbers followed by letters refer to articles not included in all editions.*

How 1990's SBA Winner Built A Business From The Basement Up [9/90-p13]
Incubators Nurture New Careers [10/90-p10]
A "Blue Chip" Plan To Help Small Firms Grow [10/90-p56]
Small Companies Bridge The Gulf [11/90-p38]
Direct Line: Settling On A Structure [11/90-p69]
SOCIAL SECURITY
Social Security Update [1/90-p68]
NB Tips: Retirement Benefits [2/90-p12]
Social Security: Hard Choices Ahead [4/90-p18]
Privatizing Social Security [4/90-p25]
Social Security Tax Debate [5/90-p78]
Letters: Debating Social Security [6/90-p4]
Payroll Tax Issue Still Alive [7/90-p11]
Letters: More On Social Security [8/90-p4]
Congressional Alert: Social Security's Earnings Test [9/90-p78]
Editorial: It's Time to End The Rip-Off Of Federal Trust Funds [9/90-p79]
Cutting Payroll Tax Gains Support [10/90-p12]
Congressional Alert: Social Security Tax Cut [10/90-p78]
SOFTWARE see Computers & Software
SOUTH KOREA
Korea [6/90-p41]
South Korea's Elusive Market [2/90-p55]
SPORTS see Recreation/Sports & Sports Facilities
STOCKS, STOCK MARKET see Securities
STRESS see Health Care
SUBSTANCE ABUSE see also Tests & Testing
Small Firms Enlist To Fight Drugs [2/90-p49]
Editorial: Workers' Views On Drugs Are Tougher Than Anticipated [3/90-p87]
Director Bennett Lauds Business's Drug Fight [7/90-p8]

T

TAX SHELTERS see Income Tax
TAXATION see also Business Taxes; Income Tax; U.S.Govt.--Internal Revenue Service
Bad Tax Policy Boosts Debt [1/90-p77]
Another Democratic Test Of Bush's Anti-Tax Pledge [5/90-p12]
Social Security Tax Debate [5/90-p78]
Pushing Back The Date (Tax Freedom Day) [6/90-p71]
How To Register Your Vote Against Higher Taxes [7/90-p8]
Congressional Alert: Tax-Increase Opposition [7/90-p62]
Editorial: Read This Chart: No New Taxes [7/90-p63]
Tax Issue Remains Far From Resolution [9/90-p12]
Key To Growth: No New Taxes [9/90-p21]
Target For Taxes: Employee Benefits [9/90-p33]
The New Tax Law's Impact [12/90-p41]
TECHNICAL INNOVATION/TECHNOLOGY see Research & Development
TELECOMMUNICATIONS
Direct Line: Live Connections [1/90-p75]
Letters: Getting The Telemessage [2/90-p5]
PC, Phone Home [2/90-p36]
A Little Help From Their Friends [5/90-p62]
Calls By Computer [7/90-p29]
Letters: The Check Is In The E-Mail? [10/90-p7]
Kids Can Ring Up Big Bills By Calling 900 Numbers [10/90-p65]
A Fax Board That Does Lots, Costs Little [11/90-p46]
TELEMARKETING see Marketing
TELEPHONES see Telecommunications
TELEVISION
Breaking Into The Big Leagues [5/90-p6]
TEMPORARY WORKERS see Employees; Employment; Hiring & Firing
TESTS & TESTING
Letters: The Drug Dilemma [1/90-p5]
Checking Up On Workers [12/90-p29]
TOYS see Gifts, Greeting Cards, Novelties & Toys
TOURISM, TRAVEL & VACATIONS
Population Trends: Two-Way Street For Travel Industry [3/90-p12]
Packing It In [3/90-p88]
One For The Road [3/90-p88]
Direct Line: Tour Agency [4/90-p66]
What She Does For Love [6/90-p26]
Home, Suite Home [6/90-p80]
Lugging Right Along [6/90-p80]
Packing It In [6/90-p80]
To Survive The Airport Crush, Join An Airline Club [7/90-p52]
"Saturday Night Specials" For Business And Pleasure [8/90-p54]
Phone Ahead To Protect Rental-Car Reservations [9/90-p63]
Cruise News [9/90-p64]
How Business Travelers Can Eat Healthfully On The Road [10/90-p64]
The Lowdown On Upgrades [10/90-p66]
Allies For Growth [11/90-p40]
The Long And Short Of Winter Getaways [11/90-p64]
Direct Line: Tapping The Top Ten [11/90-p68]
Travel Policies Cut Costs [12/90-p10]
Volunteer Vacations: Doing Well By Doing Good [12/90-p51]
Avoiding The Airlines' Bumping And Grounding [12/90-p52]
Direct Line: Holidays For Dudes [12/90-p55]
TRADE DEFICITS see International Trade
TRADE SHOWS & FAIRS
Sticking Power [2/90-p80]
Direct Line: Show Time For Hardware [12/90-p54]
TRADEMARKS see Patents, Copyrights & Trademarks
TRANSPORTATION
Letters: On The Road Again [1/90-p5]
Congress Now Goes To Bat On Transportation Policy [5/90-p12]
The Road Ahead For Trucking [7/90-p34]
TRUCKS see Automobiles/Trucks/Motorcycles

** Page numbers followed by letters refer to articles not included in all editions.*

TYPEWRITERS see Offices/Office Equipment, Furniture & Supplies

U

UNEMPLOYMENT COMPENSATION
Editorial: Another Problem Trust Fund [4/90-p71]
Congressional Alert: Unemployment-Tax Increase [6/90-p78]
UNION OF SOVIET SOCIALIST REPUBLICS
U.S.-Soviet Entrepreneurship [4/90-p46]
Soviet Ventures: A Capital Idea [10/90-p42]
Businesses Doing Business In The U.S.S.R. [10/90-p43]
U.S. CHAMBER OF COMMERCE
Business Responds To Policy Declarations By Top Officials [3/90-p12]
New Chamber Services Give Business Input On Issues [5/90-p12]
Bush Urges Aggressive Investment Overseas [6/90-p12]
A Strategy Of Growth (James K. Baker, new president of U.S. Chamber) [6/90-p38]
A Center For Better Education [6/90-p66]
Editorial: Advice For A Very Busy Chief Executive [6/90-p79]
NB Tips: New guide on employment laws published by Chamber [7/90-p10]
A Business Agenda For The '90s [9/90-p19]
Advertising The Chamber's Concern [9/90-p30]
Chamber Protests Certain Tactics [9/90-p37]
A "Blue Chip" Plan To Help Small Firms Grow [10/90-p56]
NB Tips: "Information Resources" catalog now available [11/90-p10]
Editorial: For The U.S. Chamber Of Commerce, The Fight Goes On [11/90-p76]
U.S. GOVERNMENT
Security-Council Membership For Economic Agencies [1/90-p10]
Federal Agencies Target Rural Business Growth [4/90-p8]
Editorial: Another Problem Trust Fund [4/90-p71]
Create An Agency On Health Benefits? [5/90-p34]
Allen B. Hubbard: Seeking Improved Competitiveness [9/90-p32]
Editorial: It's Time To End The Rip-Off Of Federal Trust Funds [9/90-p79]
Letters: Put The Money On The Roads [11/90-p7]
U.S. GOVERNMENT--BUDGET
Budget Reform Remains A Congressional Priority [1/90-p10]
Bad Tax Policy Boosts Debt [1/90-p77]
Defense Strategy Vs. "Pork" Strategy [2/90-p14]
Editorial: Congressional Action On The Budget Should Extend To Basic Reforms [3/90-p87]
NB Tips: Budget Shelf Busters [4/90-p10]
A Taxpayer Perspective On The Federal Budget [4/90-p12]
Editorial: The Line-Item Veto: A Logical Starting Point For Fiscal Reform [6/90-p79]

Drive Under Way For Line-Item Veto [7/90-p11]
Payroll-Tax Issue Still Alive [7/90-p11]
Congressional Alert: TAx-Increase Opposition [7/90-p62]
Congressional Alert: Line-Item Veto Authority [7/90-p62]
Editorial: Read This Chart: No New Taxes [7/90-p63]
Letters: Quick Note To Congress: Physician, Heal Thyself [9/90-p7]
Tax Issue Remains Far From Resolution [9/90-p12]
Key To Growth: No New Taxes [9/90-p21]
Editorial: It's Time To End The Rip-Off Of Federal Trust Funds [9/90-p79]
Letters: Put The Money On The Roads [11/90-p7]
Editorial: For The U.S. Chamber Of Commerce, The Fight Goes On [11/90-p76]

U.S. GOVERNMENT--CONGRESS
Election Year Promise: Partisan Skirmishing [1/90-p10]
Full Congressional Contact [3/90-p10]
Congress Gives Itself A Break [10/90-p12]
Redrawing The Battle Lines [10/90-p46]

U.S. GOVERNMENT--CONSTITUTION
Letters: Old Glory [8/90-p4]

U.S. GOVERNMENT--DEPARTMENT OF LABOR
Help For Employees On Family Matters [2/90-p12]
Labor Secretary Wants Balance On Youth Labor [8/90-p8]

U.S. GOVERNMENT--FEDERAL RESERVE BOARD
Editorial: "The Fed Cannot Push On A String" [2/90-p79]

U.S. GOVERNMENT--INTERNAL REVENUE SERVICE see also Business Taxes; Income Tax; Taxation
The IRS Digs Into Pockets Of Noncompliance [1/90-p67]
Letters: More Tax Assistance [2/90-p5]
No Notes, Please [3/90-p77]
IRS Vs. Small Pension Plans [5/90-p34]
The IRS As Collection Agency [5/90-p68]
Tax Court Vs. The IRS [6/90-p70]
Paying Interest Only [9/90-p65]
Creating A Suspense Account [10/90-p68]
IRS Tightens The Reporting Web [12/90-p53]

U.S. GOVERNMENT--SMALL BUSINESS ADMINISTRATION
Small Business Week [1/90-p8]
Innovation Research [1/90-p8]
What To Expect In 1990 (Interview with SBA chief economist Thomas Gray) [1/90-p25]
Small-Business Committees Set Agenda Priorities [2/90-p10]
Small-Business Loans For Very Small Companies [3/90-p10]
SBA Winners By State [5/90-p32]
SBA Outlines Improvements For Financing Programs [6/90-p8]
SBA Lending Programs Could Face Major Changes [7/90-p10]
Proposal Could Help Foster Small-Business Cooperation [9/90-p10]
How 1990's SBA Winner Built A Business From The Basement Up [9/90-p13]

U.S. POSTAL SERVICE see also Delivery & Mail Services
Postal Rates: The Growing Threat [5/90-p18]
Machines And Hands That Make The Mail Go Through [5/90-p23]
An Optimistic Captain At The Postal Helm [5/90-p25]
Letters: A Missing Zero [6/90-p4]
New Bill Would Enhance Scrutiny Of Rate Hikes [6/90-p12]
Letters: Postal Service [7/90-p4]
Editorial: It's Time For A Hard Look At The Postal Service's Labor Costs [8/90-p67]
Letters: If Postal Pay Levels Were Known, All Would Apply [9/90-p6]
The Discontent Is In The Mail [9/90-p36]
Chamber Protests Certain Tactics [9/90-p37]
Letters: Proposals For Pruning Postal Costs [10/90-p7]
High-Stakes Postal Talks [11/90-p28]

V

VACATIONS see Tourism, Travel & Vacations

VENTURE CAPITAL see also Economic Development; Loans
Federal Role Proposed On Venture Capital [1/90-p8]
Direct Line: Cattle Capital [4/90-p67]
Up to $50,000 Could Be Yours [5/90-p10]
Licenses For 37 SBICs Delayed By Moratorium [9/90-p9]

VIDEO INDUSTRY & TECHNOLOGY
Direct Line: Video Hook-Up [8/90-p51]
Video Spots [9/90-p80]

VOLUNTEERISM see Charitable Contributions & Organizations; Volunteerism

W

WAGES & SALARIES
Congressional Wrap-Up: Minimum Wage [1/90-p56]
Letters: Treatment Of Exempt Employees [2/90-p4]
Time To Prepare For The Rate Rise [3/90-p10]
NB Tips: Complying With The New Wage Laws [4/90-p10]
$116,000 Is CEO's Average Base Salary [7/90-p10]
If They're Worth More, Pay More [11/90-p10]
Benefits Outpace Wages [12/90-p28]

** Page numbers followed by letters refer to articles not included in all editions.*

WASTE DISPOSAL
Direct Line: Lucrative Choice [1/90-p75]
Congressional Alert: Solid-Waste Management [4/90-p70]
Direct Line: Recycling [5/90-p65]
Environmental Activists Inc. [8/90-p27]
Direct Line: Businesses Clean Up By Recycling [8/90-p50]
Recycling? Plan Ahead [10/90-p10]

WATER see also Environment
Transported By Water [2/90-p17]
Direct Line: Water And Ice [2/90-p75]

WATER POLLUTION see Environment

WOMEN
From Bedside To Business [1/90-p50]
Awards For Entrepreneurs [1/90-p51]
Companies Court Women For Boards [1/90-p52]
"There Must Be Children" [1/90-p52]
Letters: Women In High Places [3/90-p5]
Credit And Contracts [4/90-p10]
Getting Into An Upscale Mall [4/90-p32]
Up To $50,000 Could Be Yours [5/90-p10]
Direct Line: Sources And Resources [5/90-p65]
A Board Of Directors Extends A Firm's Reach [6/90-p8]
The Challenge To Women [7/90-p16]
Home-Based And Still A Business [7/90-p20]
A Nearly Fearless Forecast [7/90-p45]
NB Tips: New book, "On Your Own, A Woman's Guide To Building A Business" [8/90-p10]
Courting Women By Honoring Them [8/90-p30]
Making An Impact On The Workplace [8/90-p32]
Awards Go To Enterprising Women [8/90-p32]
Letters: Women At Work [10/90-p6]
Don't Let "Equality" Bog You Down [12/90-p32]
Women's Groups [12/90-p32]
Expanding Opportunities For Minorities And Women [12/90-p58]

WORD PROCESSING see also Computers & Software
An Electronic Editor [1/90-p34]
The Basic Tools For Today's Office [2/90-p42]
Help In Writing Right [7/90-p39]
Help For Typists With A Pain In The Eye [5/90-p61]

WORKERS COMPENSATION
Fighting The High Cost Of Workers' Comp [3/90-p20]
California's Radical Proposal [3/90-p22]
Workers' Comp Trouble Spots [3/90-p23]
How To Control Workers' Comp [3/90-p26]
Letters: Workers' Comp Costs [5/90-p4]
Tip-Offs To Dubious Claims [11/90-p10]

WORKING AT HOME see Home-Based Business

WORKPLACE
Yearning To Breathe Free [2/90-p46]
Letters: Wellness At Work [3/90-p4]
Flexible Schedules Take Hold [11/90-p10]
Planning For The Disabled [11/90-p24]

CONGRESSIONAL ALERT

Important legislative issues, with suggestions from Nation's Business on what readers should tell Congress about them.

1/90-p78: Enterprise Zones: Proceed Cautiously
Campaign Reform And PACs
Joint Ventures Strengthen U.S.
2/90-p78: Product-Liability Reform
Debate On Taxing Capital Gains
Pension Plans At Risk
3/90-p86: Repeal Estate "Freeze" Rules
Reducing Burdens Of Paperwork
Debate Over Food Safety
4/90-p70: Incentives For Family Savings
Solid-Waste Management
Education Aid For Employees
5/90-p78: Restricting Benefit Policies
Health-Care Reform
Social Security Tax Debate
6/90-p78: Quotas In Hiring
Unemployment-Tax Increase
Pension Restrictions
7/90-p62: Tax-Increase Opposition
Line-Item Veto Authority
Joint Production Ventures
8/90-p66: Wetlands Policy's Business Impact
Fairness In Foreign Aid
Banning Striker Replacement
9/90-p78: Debating The Estate Freeze
Immigration Sanctions
Social Security's Earnings Test
10/90-p78: Social Security's Tax Cut
Fairness In Benefits
Health-Care Tax Deductions

COVER STORY

1/90-p18: The Economy Catches Its Breath
--How To Prosper In Slow Times
--Consumer Markets In The 1990s
--What To Expect In 1990
--Business Start-Ups: Not So Risky After All?
2/90-p20: A New Energy Crisis?
3/90-p20: Fighting The High Cost Of Workers' Comp
--California's Radical Proposal
--Workers' Comp Trouble Spots
--Disability Benefits--State Listings
--How To Control Workers' Comp
4/90-p18: Social Security: The Hard Choices Ahead
--The Myths Of Social Security
--Privatizing Social Security
--A Chronology Of Social Security
5/90-p18: Postal Rates: The Growing Threat
--Machines And Hands That Make The Mail Go Through
--An Optimistic Captain At The Postal Helm
6/90-p18: Romancing A $30 Billion Market
--Feasts And Flowers With Ethnic Accents
--What She Does For Love
7/90-p16: The Challenge To Women
--Home-Based And Still A Business
8/90-p18: Tapping The Education Market
--An "Educational" Preschool Franchise
--Lessons From The Teachers' Room
9/90-p19: A Business Agenda For The '90s
--Fiscal Policy: Key To Growth: No New Taxes
--Regulation: Don't Retreat On Deregulation
--Work Force: Preserving Jobs And Productivity
--Trade: Prepare For A Global Market
--The Chamber Advertises Its Concerns
--Infrastructure: The Foundation Must Be Sound
--Allan B. Hubbard: Seeking Improved Competitiveness
10/90-p20: 10 Ways To Cut Your Health-Care Costs
--Proposals For Fixing A Defective System
--Smart Shopping Pays Off: Update On A Small Firm
--The Ins And Outs Of Managed Care
11/90-p15: Watch The States
--The States: Expanding Regulatory Reach--And Ways To Keep Up On It
12/90-p18: Reach New Markets
--Exporting By The Book--And The Periodical
--Trade Technology
--Help From Uncle Sam
--You Can Find Financing--If You Know Where To Look

EDITORIALS

1/90-p79: A Business Forced Into Bankruptcy Can't Provide Opportunities To Anyone
There's One Economic Forecast That Can Be Made With Absolute Certainty
2/90-p79: Common Grounds For Beginning The Debate On Energy Policy
"The Fed Cannot Push On A String"
3/90-p87: Congressional Action On The Budget Should Extend To Basic Reforms
Workers' Views On Drugs Are Tougher Than Anticipated
4/90-p71: Governmental Obstacles To U.S. Trade In The East Bloc Must Be Removed
Another Problem Trust Fund
5/90-p79: The End Of The Age Of Entitlement
6/90-p79: The Line-Item Veto: Logical Starting Point For Fiscal Reform
Advice For A Very Busy Chief Executive
7/90-p63: Read This Chart: No New Taxes
8/90-p67: It's Time For A Hard Look At The Postal Service's Labor Costs
Civil Rights Bills Are Supposed To Prevent Quotas
9/90-p79: It's Time To End The Rip-Off Of Federal Trust Funds
10/90-p79: U.S. Energy Problems Won't End When The Middle East Crisis Does
11/90-p76: For The U.S. Chamber Of Commerce, The Fight Goes On
12/90-p63: For A Change, The Politicians Should Start Listening To The People
A Question For Lane Kirkland

ENTREPRENEUR'S NOTEBOOK

1/90-p12: Something Had To Be Done--Fast! (Ward Andrews)
2/90-p8: A Creative Achievement (Sol Stein)
3/90-p6: Risky Business, Big Rewards (David Paschal)
4/90-p6: The Hard Road Is The Best Road (Robert Slass)
5/90-p6: Breaking Into The Big Leagues (Robb E. Dalton)
6/90-p6: A Group Formula For Independence (Paul H. Woodruff)
7/90-p6: Greetings With A Playful Purpose (Mary Jane Brand and Bitten Norman)
8/90-p6: Closing That First Deal (Joe Cossman)
9/90-p8: Cold Beer, Great Service (Stan Clark)
10/90-p8: Persevere, But Be Flexible (I.J. Rocklin)
11/90-p9: The Next Challenge (J.S. Wyner)

LESSONS OF LEADERSHIP

1/90-p53: Gene Harmon; Harmon Industries
2/90-p36: Dennis Hayes; Hayes Microcomputer Products
3/90-p50: Harvey Mackay, author of "Swim With The Sharks Without Being Eaten Alive"
4/90-p29: Dave and Gail Liniger: Re/Max International

5/90-p26: Thomas W. Wathen; Pinkerton's Inc.
6/90-p38: James K. Baker; Arvin Industries, 1990-91 Chairman, U.S. Chamber of Commerce
7/90-p42: Thomas G. Stemberg; Staples
8/90-p41: John C. and Michael Koss; Koss Corp.
9/90-p41: J. Bruce Llewellyn; Philadelphia Coca-Cola Bottling Co.
10/90-p50: Stanley Katz; Archer Services
11/90-p34: H. Thomas Golisano; Paychex
12/90-p38: Safi Qureshey and Thomas Yuen; AST Research Inc.

MAKING IT

1/90: Shelly Jacobs; Shelly's Woodroast restaurants [p14]
Leezee Porter; Antique & Contemporary Leasing [p16]
Gary Shuster and Jim Teal; Lin-Tex Marketing [p17]
2/90: Ted and Joyce Rice; T.J. Cinnamons [p15]
Chester McKee; Situ Inc. [p17]
Francis Goldwyn; Manhattan Toy Co. [p18]
3/90: Ira S. Davis; Davis and Associates [p14]
Elizabeth and Robert Volin; Petite Pleasures [p16]
Tuan Huynh; H&A Fashions [p18]
4/90: Celia Tejada; Celia Tejada Inc. [p14]
Charles H. Woodford; Princeton Book Co. [p15]
Jack and Cha Thompson; Tihati Productions [p16]
5/90: Rita Tateel; Celebrity Source [p13]
Ron Zappe; Zapp's [p14]
Charles W. Hess, Joseph W. Kelly, Jr., Kenneth R. Hey, Carol L. Colman and Peter D. Moore; Inferential Focus [p16]
6/90: Heather Ramsey and Paula Ward; Parvenue [p13]
Vincent J. McGuinness; McGuinness Cos. [p15]
Chris Mays; Dinamation International Corp. [p16]
7/90: George Micelsons; American Trans Air [p12]
Are They Still Making It? Wayne Wilson and Taylor Barnes of L'Image Graphics, David Mintz of Tofutti Brands [p14]
Jim Sebranek and Francis B. Murphy; Murphy Boats [p15]
8/90: Roy Kessler; PC Globe Inc. [p14]
Robert C. Sprung; Harvard Translations and Marketscan Publications [p16]
9/90: V.E. and Kirby Roberts; Iowa Office Supply [p13]
Susan M. Vincent; TOT Inc. [p14]
Ernest Washington Jr.; Vanguard Parking Services [p16]
10/90: Ernestine G. Galindo; El Galindo Inc. [p14]
James A. Fulton; Orca Industries [p16]
Eric and Dana Breier; Mountain Miser Ltd. [p17]
11/90: Joe and Helene Massimino; Oatmeal Studios [p11]
Ronald E. Schmitz; Ron's Cabinets [p12]
12/90: Steven A. Idelman; Idelman Telemarketing [p14]
Jeff Hachman; Green Mountain Chocolate Co. [p16]

SPECIAL ADVERTISING SECTIONS

1/90-p39: Japan
2/90-p36A*: Barbados
6/90-p41: Korea
9/90-p40A*: Greece
12/90-p32A*: China
12/90-p43: The Basque Country

** Page numbers followed by letters refer to articles not included in all editions.*

SPECIAL REPORTS

5/90-p54: Cutting Costs On The Road
10/90-p30: Competition Drives Truck Sales

WHERE I STAND

1/90-p76: Will The Economy Continue To Expand?
Will Customers Curtail Spending In 1990?
Should Congress Enact Labor's Agenda
Verdicts on:
Giving business wide latitude in employee drug testing
Sending U.S. troops to nations battling drug traffickers
Legalizing drug use in America
2/90-p77: Use Tax Revenues For Elderly's Health Care?
Expand Economic Ties With The Soviet Union?
Should Fee, Mortality Information Be Available?
Verdicts on:
Congress requiring businesses to provide health-insurance benefits
U.S. adopting Canadian-style national health insurance
Whether America's health-care system is irreparably damaged
3/90-p85: Enact Uniform Rules On Product Liability?
Cut Wage Costs On Federal Projects?
Toughen Laws Against Employment Bias?
Verdicts on:
Economy growing throughout 1990
Consumer spending decreasing significantly during 1990
Lawmakers enacting labor's agenda
4/90-p69: Cut Social Security Taxes On Employers, Employees?
Provide Tax Incentive For Long-Term Savings?
Cut Taxes On All Long-Term Capital Gains
Verdicts on:
Congress using tax revenues for elderly's health care
U.S. expanding economic ties with Soviet Union
Medical-fee and mortality data being available to consumers
5/90-p77: Require Congress To Balance Budget?
Give Labor Say In Pension Investments?
Restrict PAC Campaign Contributions?
Verdicts on:
Congress enacting a uniform product-liability law
Congress acting to cut deficit, including repeal of the Davis-Bacon Act
Laws on discrimination by employers being toughened
6/90-p77: Let Proposed Postal Increases Take Effect?
Should Congress Limit RICO Suits?
Give President Line-Item Veto Power?
Verdicts on:
Cutting Social Security taxes on employers and employees
Providing tax incentives for long-term family savings
Cutting taxes on all long-term capital gains
7/90-p61: Support Major Tax Hike At This Time?
Expand Penalties Under Job-Safety Laws?
Let States Veto Offshore Oil, Gas Leasing
Verdicts on:
Enacting a balanced-budget amendment to the Constitution
Requiring employers to share control of pension funds with workers
Restricting political-action committees further
8/90-p65: Health Care
9/90-p72: Trade
10/90-p72: Economic Outlook
11/90-p74: Labor Availability
12/90-p56: Regulation

AUTHORS

Alexander, Michael
--Travel-Free Commuting [12/90-p33]
Andrews, Ward
--Something Had To Be Done--Fast! [1/90-p12]
Aronoff, Craig (with John L. Ward)
--Employee Turnover Has Its Good Side [4/90-p53]
--The Fear Of Losing It All [5/90-p36]
--Growing Without Losing Control [10/90-p59]
--Growing Without Losing Control (Cont'd) [11/90-p58]
--How Much Is Too Much Family? [3/90-p71]
--"If Something Happens To Me" [12/90-p47]
--Just What Is A Family Business? [2/90-p32]
--Learning To Be Responsible [8/90-p45]
--Make Change Your Tradition [9/90-p46]
--Succession: A New Image [7/90-p45]
--To Sell--Or Not to Sell [1/90-p63]
--Why Owners Don't Plan [6/90-p59]
Axtell, Roger E.
--Ten Common Mistakes Of Potential Exporters [6/90-p36]
Bacas, Harry
--Allies For Growth [11/90-p40]
Bacon, Donald C.
--A New Energy Crisis? [2/90-p20]
--A Pursuit Of Excellence [1/90-p27]
Bahls, June Easter
--Checking Up On Workers [12/90-p29]
--A Demanding Customer [3/90-p29]
--The Rewards Of Risk Management [9/90-p58]
Baker, Nancy Croft
--Franchising Into The '90s [3/90-p61]
Barrier, Michael
--Are They Still Making It? [7/90-p14]
--Back Into The Shark Tank [3/90-p50]
--A "Blue Chip" Plan To Help Small Firms Grow [10/90-p56]
--The Glory Of Real Chocolate Truffles [12/90-p16]
--Helping U.S. Business Speak In Foreign Languages [8/90-p16]
--How He Learned To Put More Than Work Into His Business [11/90-p12]
--How 1990's SBA Winner Built A Business From The Basement Up [9/90-p13]
--How Two Ex-New Yorkers Send Greetings From Beautiful Vermont [11/90-p11]
--In A River Town That Shuns Frivolity, They Put Glamour On The Water [7/90-p15]
--Life After Near-Death [8/90-p41]
--Marketing The Future [5/90-p16]
--An Omaha Telemarketer Rings Up Sales [12/90-p14]
--The Perils In An "Invisible Business" [6/90-p15]
--The Power Of A Good Idea [11/90-p34]
--Puttin' On The Glitz [5/90-p13]
--Rolling In Dough [2/90-p15]
--The Sibling Rivals [10/90-p50]
--Solid Goldwyn [2/90-p18]
--Tom Stemberg Calls The Office [7/90-p42]
--Tom Wathen's Security Blanket [5/90-p26]
--A Warm Glow In The Frozen North [1/90-p14]
--Why A Minority Businessman In Boston Says, "I'm Optimistic" [9/90-p16]
--Working On The Railroad [1/90-p53]
Barrier, Phyllis M.
--How Business Travelers Can Eat Healthfully On The Road [10/90-p64]
--It's Not The Potato, It's The Sour Cream [5/90-p66]
Bell, Sally
--Surviving--And Thriving [3/90-p18]
Bergsman, Steve
--How A Computer Program Put The World At His Feet [8/90-p14]
Berry, Skip
--When The Bombs Stopped Falling, His Dreams Started Growing [7/90-p12]
Brand, Mary Jane (with Bitten Norman)
--Greetings With A Playful Purpose [7/90-p6]
Brooks, Warren T.
--Bad Tax Policy Boosts Debt [1/90-p77]
Brown, Norman
--Sinus Pain's Causes And Cures [6/90-p68]
--Advances In Treating Adult Acne [1/90-p66]
Cady, Clarice E.
--Let Your Journal Be Your Mentor [2/90-p35]
Candler, Julie
--Competition Drives Truck Sales [10/90-p30]
--Cutting Costs On The Road [5/90-p54]
--The Road Ahead For Trucking [7/90-p34]
Clark, Stan
--Cold Beer, Great Service [7/90-p8]
Cohn, Mike
--Showing Commitment [3/90-p75]
Colley, David
--Bringing Back The Days When Dinosaurs Stalked The Earth [6/90-p16]
Cossman, Joe
--Closing That First Deal [8/90-p6]
Dalton, Robb E.
--Breaking Into The Big Leagues [5/90-p6]
Davis, Leila
--Instant Orders [4/90-p34]
Des Voigne, Merritt
--Two Women Who Combine Old Values With New Dreams [6/90-p13]
Dilks, Carol
--The Return Of The "Metal Mouths" [3/90-p76]
Duhl, Stuart
--After You Hire A La Carte [6/90-p32]
Ebbers, Al
--Shirt Tale [1/90-p16]
Eccel, Josephine
--How You Can Hit The Heights While Plunging Into The Depths [9/90-p16]
Eckert, Susan Arrant
--The Good That Can Come When You're "Not Too Good To Do Anything" [10/90-p14]
Ellentuck, Albert B.
--For Your Tax File [12/90-p53]
Finnegan, Kara
--Back From Disaster [1/90-p51]
Fournies, Ferdinand
--Overcoming Workers' Doubts [1/90-p33]
Fonseca, Mary
--Cajun Crunchies [5/90-p14]
Fraser, Bruce W.
--You Can Find Financing--If You Know Where To Look [12/90-p26]
Gray, Robert T. (with Joan C. Szabo)
--Social Security, Hard Choices Ahead [4/90-p18]
Gunst, Peter H. (with Robert B. Levin)
--RICO: A Runaway Anticrime Law [1/90-p61]
Hashmoto, Nabuko
--Japan: Good Citizenship Is Good Business [1/90-p42]
Haut, William D.
--Drawing The Line On Competitors [8/90-p48]
Holzinger, Albert G.
--The Discontent Is In The Mail [9/90-p36]
--Eastern Europe: A New Frontier [4/90-p45]
--An Easy-To-Use Bookkeeping Program [5/90-p62]
--A Fax Board That Does Lots, Costs Little [11/90-p46]
--Help For Typists With A Pain In The Eye [5/90-p61]
--Help In Writing Right [7/90-p39]
--High-Stakes Postal Talks [11/90-p28]
--More Progress In East-West Trade [6/90-p33]
--An Optimistic Captain At The Postal Helm [5/90-p25]
--Postal Rates: The Growing Threat [5/90-p18]
--Reach New Markets [12/90-p18]
--A Strategy For Growth [6/90-p38]
Hotch, Ripley
--Before You Begin The Great American Novel... [5/90-p62]
--Budget Forecasting For The Rest Of Us [3/90-p53]
--Keeping Your Business Wits About You [5/90-p61]
--A Little Help From Their Friends [5/90-p62]
--Money Matters [7/90-p40]
--PC, Phone Home [2/90-p36]
--Small-Business Computing [9/90-p50]
--The Two Musketeers Take On The PC World [12/90-p38]
--A Useful Personal Information Manager [11/90-p46]
Hua Xiaoyu
--Hewlett-Packard In China [12/90-p32C*]
Jaffe, Charles A.
--Guaranteed Results [2/90-p62]
--Management By Fun [1/90-p58]
Jensen, Ronald P.
--New Options For Old Vision Problems [8/90-p52]
Johnson, Joan C.
--South Korea's Elusive Market [2/90-p55]
Katz, Jennifer
--The Creative Touch [3/99-p42]
King, Kurleigh D.
--Economic Growth For The 1990s [4/90-p36D*]
Levin, Robert B. (with Peter H. Gunst)
--RICO: A Runaway Anticrime Law [1/90-p61]
Lowenstein, Janet
--Bookstores Are Best Sellers [9/90-p38]
--Free-Spirited Enterprise (Jan.-Sept. issues)
--Lessons From The Teachers' Room [8/90-p22]
Lyons, Robert S. Jr.
--Long-Distance Leap [3/90-p14]
MacNeice, Jill
--Calls By Computer [7/90-p29]
Macnow, Glen
--"Business Is The Emancipator" [9/90-p41]
--A Taste Of Old Cape Cod [2/90-p29]
--A Winning Game Plan [3/90-p32]

Mandell, Mel
--Cost Cuts Are In The Mail [1/90-p30]
--Service In A Box [3/90-p37]
Marklein, Mary Beth S.
--Getting Into An Upscale Mall [4/90-p32]
McElveen, Mary
--A Business For The '90s [9/90-p19]
--Dateline: Washington (Aug., Oct., Dec. Issues)
--How Firms Coped After Hugo [4/90-p41]
--The New Tax Law's Impact [12/90-p41]
--Risks For Firms In Civil-Rights Bill [6/90-p28]
McKee, Bradford A.
--Avoiding Risks By The Acre [5/90-p49]
--Congressional Wrap-Up [1/90-p56]
--Direct Line (with Meg Whittemore) (Jan.-March issues)
--An "Educational" Preschool Franchise [8/90-p21]
--Environmental Activists Inc. [8/90-p27]
--From Bedside To Business [1/90-p50]
--Machines And Hands That Make The Mail Go Through [5/90-p23]
--Managing Your Small Business (Oct.-Dec. issues)
--"Niche Banking" Helps Small Firms [7/90-p27]
--Planning For The Disabled [11/90-p24]
--Q: What's Black And White And Red All Over? A: A Hot Line Of Toys [9/90-p14]
--Setting The "Sweet Table" [6/90-p20]
--Small Firms Enlist To Fight Drugs [2/90-p49]
--Tradition On A Grand Scale [6/90-p20]
--Transported By Water [2/90-p17]
--A Troubling Bill For Business [5/90-p58]
--Yearning To Breathe Free [2/90-p46]
Meadows, Laura Lou
--Business Returns On PCs [4/90-p50]
--Software To Tame Your Tax Return [2/90-p58]
Merick, Anne
--Courting Women By Honoring Them [8/90-p30]
Monroe, Ark III
--Paved With You-Know-What [2/90-p30]
Mueller, William
--Soviet Ventures: A Capital Idea [10/90-p42]
Nelton, Sharon
--Agony And Ecstasy At IBM [8/90-p45]
--The Challenge To Women [7/90-p16]
--Earning One's Good Fortune [1/90-p63]
--Family Firms' Global Reach [2/90-p51]
--Getting The Most From Seminars [3/90-p71]
--Home-Based And Still A Business [7/90-p20]
--Island Dreams [4/90-p16]
--Letting Go Without Giving Up [6/90-p59]
--The Mission Of Finding A Mission [11/90-p58]
--Mixing Marriage And Business [5/99-p36]
--A Nearly Fearless Forecast [7/90-p45]
--Never Too Young For The Joy Of Work [10/90-p59]
--Petite Fashions [3/90-p16]
--A Pioneer In Spite Of Himself [12/90-p47]
--Values With A Long Reach [2/90-p32]
--We Could Use A Few Good Numbers [4/90-p53]
--What She Does For Love [6/90-p26]
--What We Learn From Business Families [9/90-p46]
--Women In Business [12/90-p32]
Norman, Bitten (with Mary Jane Brand)
--Greetings With A Playful Purpose] [7/90-p6]
Padwe, Gerald W.
--For Your Tax File (Jan.-Nov. issues)
Paschal, David
--Risky Business, Big Rewards [3/90-p6]
Pear, Marcia J.
--Clothes That Say Ole! [4/90-p14]
--Sniffing Out Allergy Answers [9/90-p68]
--When The Aches And Pains Aren't Arthritis [11/90-p70]
Pepper, Jon
--The Basic Tools For Today's Office [1/90-p42]
--High Technology At Low Prices [9/90-p54]
--A Laser In Every Shop [1/90-p34]
--A Low-Cost Laser Printer For Demanding Users [7/90-p38]
--Should You Do Windows? It Depends [11/90-p44]
--Write Your Own Policy Handbook [3/99-p53]
Phillips, Dennis (with Les Wallace)
--Let Your Workers Know [3/90-p40R*]
Ramirez, Tina
--Floral Fanfare [6/90-p20]
Reeder, Teresa
--Software For Sharing [8/90-p33]
Richtel, Matt
--U.S.-Soviet Entrepreneurship [4/90-p46]
Rocklin, I.J.
--Persevere, But Be Flexible [10/90-p8]
Rothman, Howard
--Higher And Higher (Sales, That Is) In The Rocky Mountains [10/90-p17]
Rutman, Gail
--Should You Go Corporate? [5/90-p46]
Savage, J.W.
--Why You Feel Better When The Sun Shines [4/90-p56]
Schaefer, Kay
--Sweet Dreams [2/90-p66]
Slass, Robert
--The Hard Road Is The Best Road [4/90-p6]
Spiers, Paul
--Hiring Experience, Restoring Dignity [4/90-p38]
Stein, Sol
--A Creative Achievement [2/90-p8]
Stevens, Mark
--Cardinal Sins Of Management [2/90-p53]
Strassels, Paul N.
--It's Your Money (Jan.-June issues)
Szabo, Joan C.
--Business Writes A New Business Plan (with Tait Trussell) [1/90-p36]
--Do Public Schools Miss The Mark? [10/90-p37]
--Grass-Roots Education Reform [6/90-p65]
--Learning At Work [2/90-p27]
--Lending For Learning [4/90-p43]
--The Maze Of Product Liability [6/90-p62]
--Privatizing Social Security [4/90-p25]
--Small Companies Bridge The Gulf [11/90-p38]
--Small Firms' Credit Crunch [7/90-p25]
--Social Security: Hard Choices Ahead (with Robert T. Gray) [4/90-p13]
--Tapping The Education Market [8/90-p18]
--Tax Changes Spell Increases [3/90-p46]
--Unfreezing The Estate Freeze [11/90-p31]
Thompson, Roger
--Benefits Update (May, July, Sept., Dec. issues)
--The Economy Catches Its Breath [1/90-p18]
--Fighting The High Cost Of Workers' Comp [3/90-p20]
--Mandates Reduced [8/90-p25]
--A No To National Health Insurance [5/90-p60]
--The Rise Of Re/Max [4/90-p29]
--Romancing A $30 Billion Market [6/90-p18]
--10 Ways To Cut Your Health-Care Costs Now [10/90-p20]
Thornbury, Barbara E.
--Keeping A Step Ahead [4/90-p15]
Trussell, Tait (with Joan C. Szabo)
--Business Writes A New Business Plan [1/90-p36]
Wallace, Les (with Dennis Phillips)
--Let Your Workers Know [3/90-p40R*]
Ward, David
--Leasing The Good Life [1/90-p16]
Ward, John L. (with Craig E. Aronoff)
--Employee Turnover Has Its Good Side [4/90-p53]
--The Fear Of Losing It All [5/90-p36]
--Growing Without Losing Control [10/90-p59]
--Growing Without Losing Control (Cont'd) [11/90-p58]
--How Much Is Too Much Family? [3/90-p71]
--"If Something Happens To Me" [12/90-p47]
--Just What Is A Family Business? [2/90-p32]
--Learning To Be Responsible [8/90-p45]
--Make Change Your Tradition [9/90-p46]
--Succession: A New Image [7/90-p45]
--To Sell--Or Not To Sell [1/90-p63]
--Why Owners Don't Plan [6/90-p59]
Warner, David
--Denying Entry To Needed Skills [8/90-p38]
--Redrawing The Battle Lines [10/90-p46]
--Watch The States [11/90-p15]
Weaver, Peter
--It's Your Money (July-Dec. issues)
Whittemore, Meg
--Direct Line (with Bradford A. McKee) (Jan.-March issues)
--Direct Line (May-Dec. issues)
--Franchising (Jan.-Dec. issues)
--Looking Good, Selling Better [5/90-p42]
--Opportunities All Around [1/90-p48]
--Prize Achievements [1/90-p29]
--Retired--And Back At Work [4/90-p37]
--A Snapshot Of The 1990s [3/90-p66]
Willen, Janet L.
--Free-Spirited Enterprise (Oct., Dec. issues)
Wyner, J.S.
--The Next Challenge [12/90-p9]
Woodruff, Paul H.
--A Group Formula For Independence [6/90-p6]
Zeng Boya
--Economic Cooperation [12/90-p32A*]
Zhao Guoxun
--Trade Relations [12/90-p32B*]
Zheng Hongye
--Sino-American Relations [12/90-p32A*]

THE 1990 NATION'S BUSINESS INDEX

[8819]